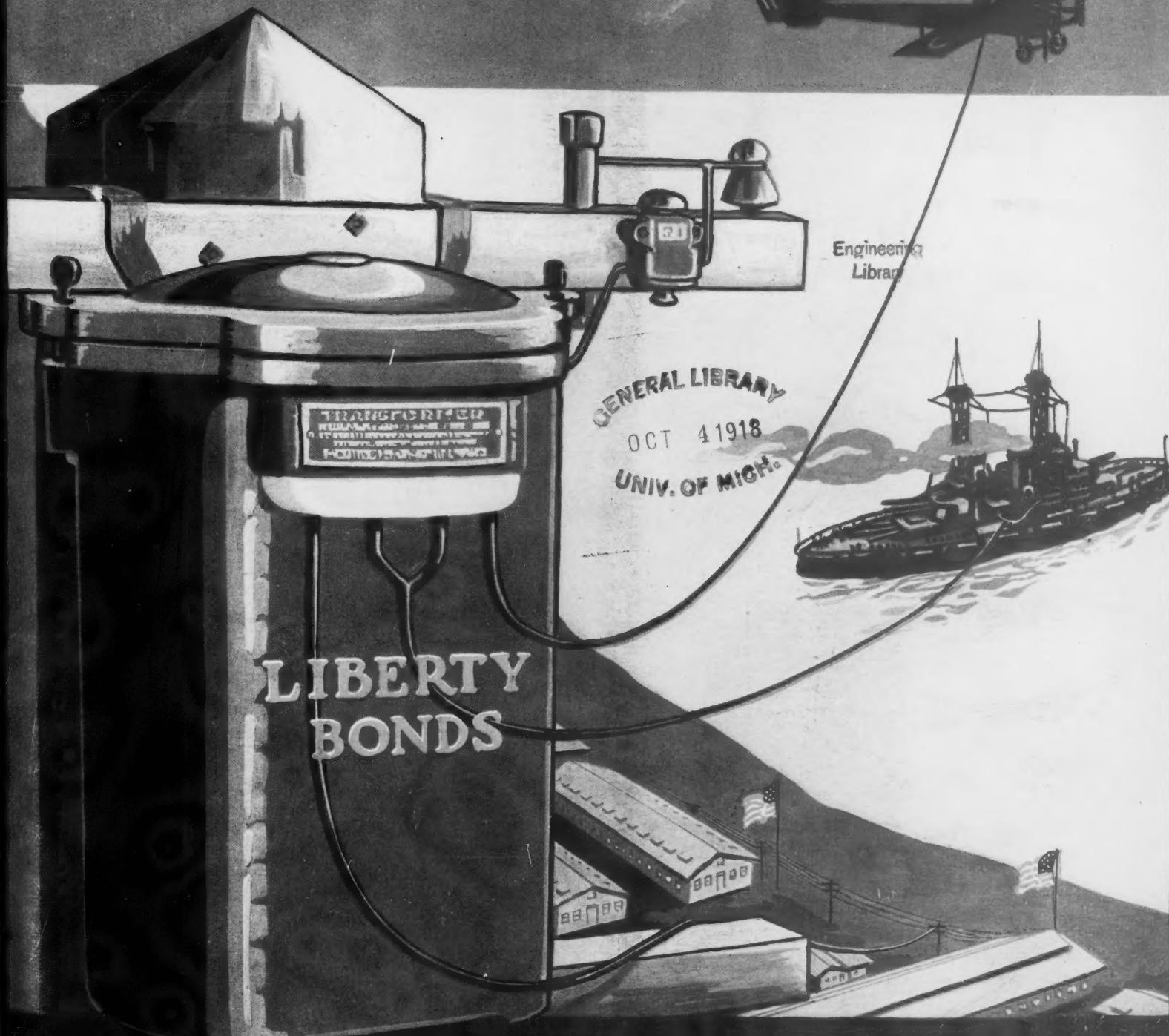


September, 1918

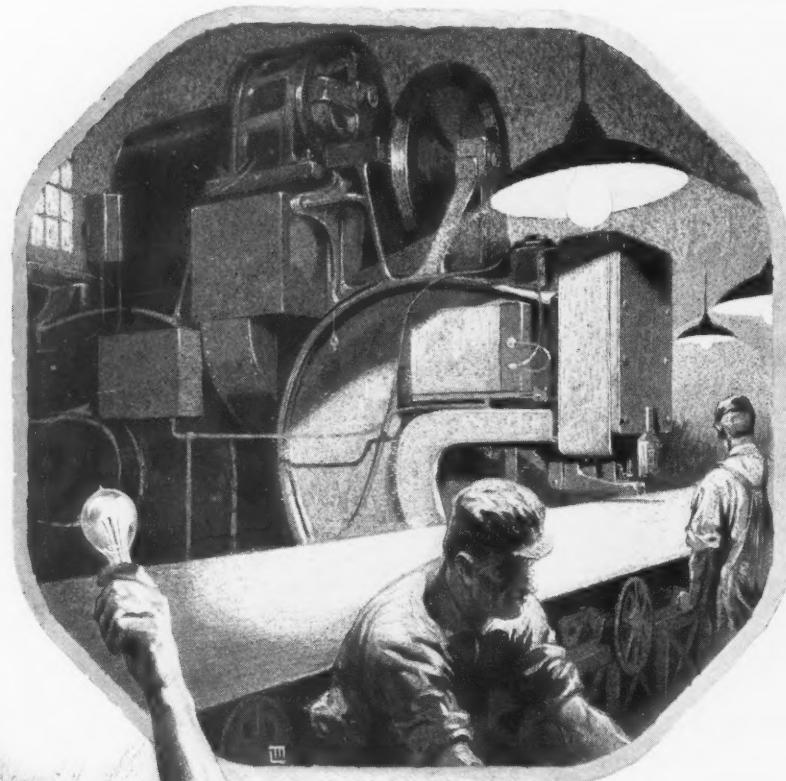
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Electrical Merchandising

McGraw-Hill Company, Inc.



The GREAT TRANSFORMER
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FOURTH LIBERTY LOAN



MAZDA C— the Man and the Minute Saver

INDUSTRY is still overburdened. Faced by an ever-increasing labor shortage and mounting costs, production must be speeded up and wastage cut down.

In times like these every minute saved, every error avoided, every accident prevented, helps win the war.

The Edison MAZDA C Lamp makes the manufacturer independent of daylight; protects machinery and men; conserves labor and material, and gives six times as much light for the same amount of current as the old carbon lamp.

Is it not the patriotic responsibility of every lamp man in the country to devote his utmost energies to providing our war industries with adequate light and to do all in his power to eliminate wasteful, inefficient use of current?

Edison Lamp Works of General Electric Company
Harrison, New Jersey

47D-17

J. HENRY

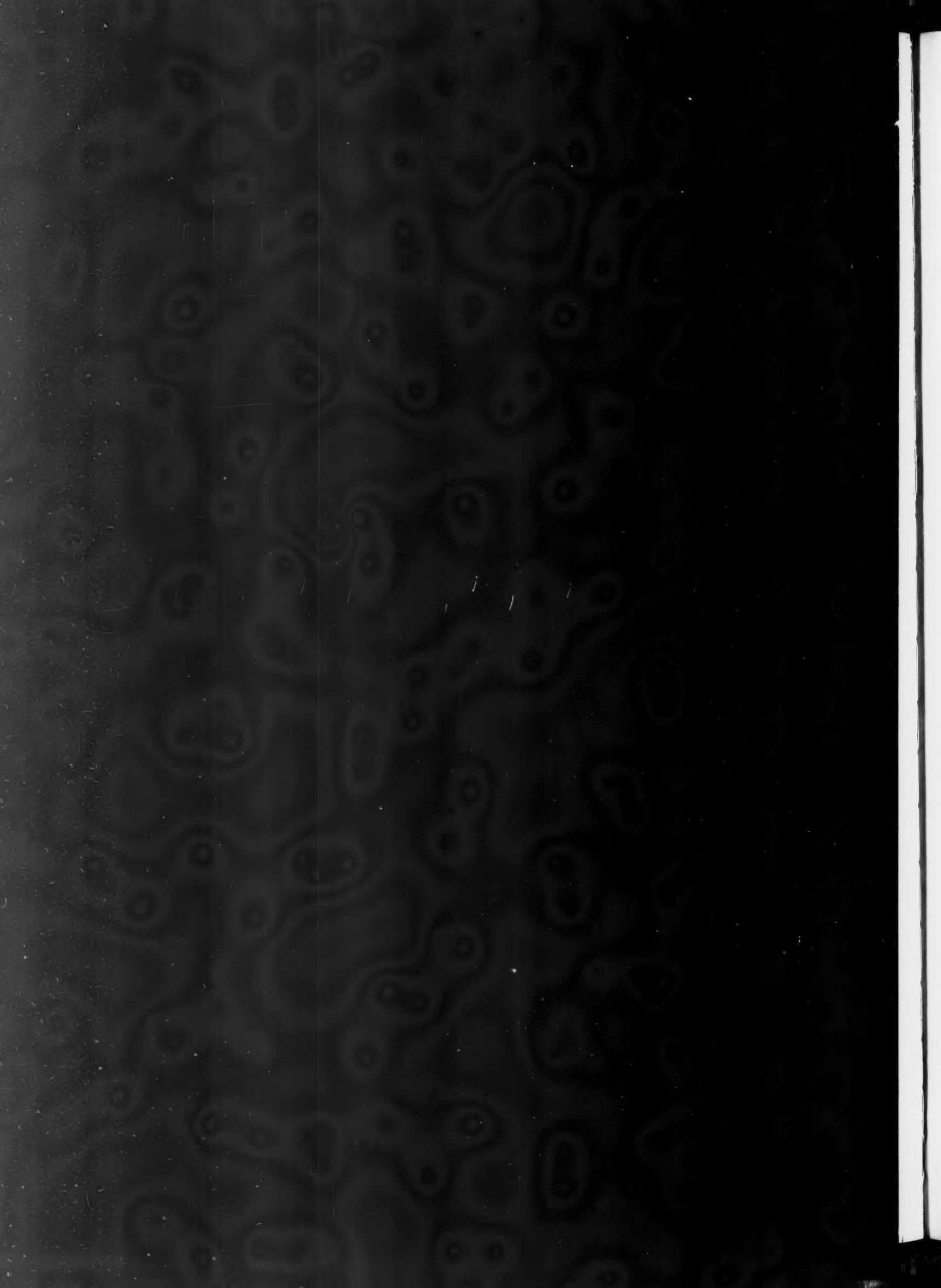
EDISON

MAZDA

GENERAL ELECTRIC COMPANY







F. M. FEIKER
Editorial Director

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL
Editor

CONTENTS—SEPTEMBER, 1918

Frontispiece—Lend Your Show Windows to Uncle Sam, Sept. 28 to Oct. 19.....	98	Handling Business "by Wire" BY P. D. JENNINGS	118
Editorial—The Will to Win.....	99	Will Your Son Be a Better Business Man Than You? BY STANLEY A. DENNIS	120
What Washington Asks of the Electrical Retailer.....	100	Editorials The Jobber's Salesman.....	121
Sanders Plans to Win the War.....	104	Hints for the Contractor..... Record of Lighting Fixture Patents.....	122
BY EARL E. WHITEHORNE		Ideas for the Man Who Sells..... Dealer Helps	124
Hold a "Win-the-War" Meeting—Now!.....	107	Gossip of the Trade..... New Merchandise to Sell.....	128
33 War-Time Economies for the Contractor-Dealer.....	110		129
What Should You Do?.....	112		132
Jobbers' and Retailers' Compensation.....	114		134
BY GEORGE LORING			136



ON THE WIRE WITH THE EDITORS



Our Pledge

THE electrical manufacturers have given their pledge to the government to conserve raw materials and to furnish the largest possible quantity of finished products for essential war purposes. The jobbers plan to give a similar pledge, and in turn electrical contractors and retailers are being asked to sign acknowledgements of the spirit of these pledges in governing their own activities.

By granting priorities favorable to the electrical industry the government at Washington recognizes the essential character of our business, but exacts of every man in it a promise to do his part to direct the maximum of products and of effort into war channels.

The spirit of the purpose set forth in these various pledges has long been reflected in this paper, as readers know. It has seemed worth while, however, to restate, in the form of the following pledge, the principles under which ELECTRICAL MERCHANDISING is being conducted for the duration of the war.

We pledge ourselves—

1. To devote our pages to all effort that will support the government, strengthen public and business morale, and help win the war.
2. To promote the purposes of the War Industries Board in restricting sales and installations to essential lines and purposes, and to give our readers the best possible interpretation in detail as to what they may sell and where.
3. To inform our readers concerning electric drive and electric lighting of munition plants and war-supplies factories, that production may be increased and labor be made more effective.

4. To point out to electrical business men all store and operating economies that will release man power, reduce the cost of serving the public with electrical necessities, and help stabilize existing electrical businesses.

5. To join with the Fuel and Food Administrations' campaigns and show the men who sell electricity and electrical goods the many ways that their customers, the public, can save food and fuel, by the use of the electric range, the new electrical preserving methods, and electric table cookery.

6. To point out ways to lighten labor in the home and put labor-saving appliances in the hands of housewives, thus promoting domestic morale, and releasing house servants for war-plant employment.

7. To disseminate ideas by which our readers can aid recruiting, Liberty Loan and W. S. S. campaigns, and all good work among our boys in the service.

8. To the continued prosecution of the foregoing, for the duration of the war, by every possible means for the forceful delivery of our message.

Editors and Publishers of
ELECTRICAL MERCHANDISING.

"Hello, This Is Liberty Speaking"

WITH this issue the publishers of ELECTRICAL MERCHANDISING are sending you another original Liberty Loan poster for your show window, wall or showcase during the Fourth Liberty Loan drive, which begins on Sept. 28.

We are rather proud of this poster, and we think you will want to post it conspicuously where your customers, employees and friends will all be sure to see it, and to heed Liberty's message, for—"Billions of dollars are needed and needed NOW!"

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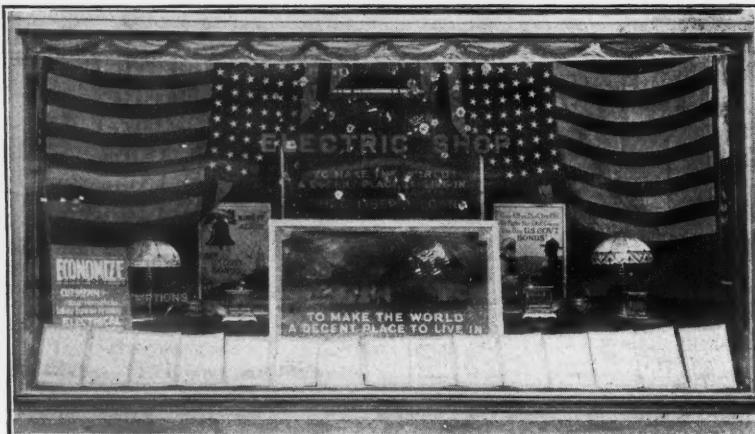
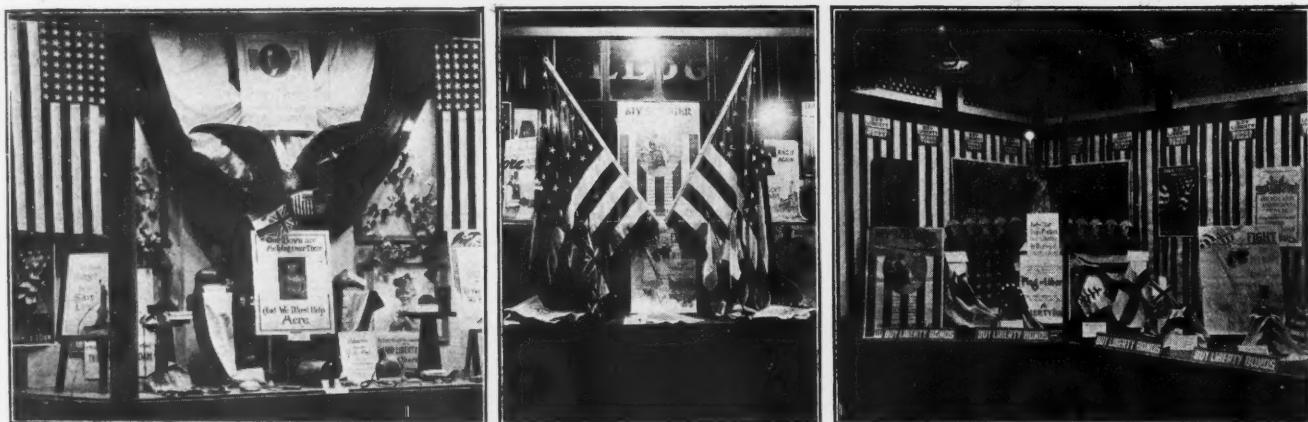
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DO IT ELECTRICALLY

ELECTRICAL MERCHANDISING

Lend Your Show Windows to Uncle Sam, Sept. 28 to Oct. 19



Here are samples of some of the best patriotic window displays made by electrical shops during the last Liberty Loan campaign. For the Fourth Liberty Loan a new and wholly different set of official posters has been issued, but the windows on this page will suggest attractive arrangements of flags, bunting and posters to help Uncle Sam sell bonds beginning with the last Saturday in this month. And the large center panel suggests

another novelty which your local electrical club can use if a Liberty Loan parade is held in your town. The members of the Cleveland Electrical League shown, got the biggest flag they could lay their hands on, and carried it stretched flat in the Cleveland parade so that the crowds of watchers along curbs and building fronts could toss coins and bills for the Red Cross onto its ample expanse.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 20

September, 1918

Number 3

The Will to Win

GOVERNMENT REGULATIONS restrict the volume of electrical goods which will be manufactured for resale. Manufacturers are signing government pledges in order to get a partial supply of raw material. Electrical dealers must also sign pledges in order to get merchandise. These pledges must be lived up to not only in fact but in the spirit of national conservation.

There are certain definite things that the electrical dealers must do in order to "carry on" during this abnormal period.

First: Curtail expenses — both direct and overhead.

Second: Sell for cash.

Third: Develop a consumer repair and maintenance business.

Fourth: Build up industrial appliance sales and lighting sales.

Fifth: Cooperate with the manufacturers whose goods they sell—following the manufacturers' instructions and advice.

AFTER the war the electrical trade will have opportunities undreamt of for expansion. New devices will be put on the market. General business conditions will bring about a great consumer-buying public. People will have money to spend for labor-saving devices and for electrical style goods. This business will come automatically to the established electrical dealer.

The after-the-war future of the electrical trade is a glowing one. But right now we are concerned with immediate problems. Manufacturers, distributors and dealers all are in the same position. The present are war-time conditions, calling for fighting qualities. You must not think of your business in terms of profit for 1918 and 1919. Profits must be considered and averaged on a five-year basis. We must show the business world that the same qualities

of resourcefulness that have made electrical men noted for accomplishing the seemingly impossible is a quality which we in the electrical merchandising field also possess. Let us show our brothers who are fighting in France we are backing them in a practical way by conserving our industry.

The electrical trade is a necessity.

Our government recognizes this fact.

Let us justify this governmental belief by not only collectively but individually displaying those qualities of resourcefulness, patience and tenacity of purpose which will carry us through this war period with our businesses intact and with a truer appreciation of real values and of the great part which the electrical trade is destined to play in the future success and prosperity of this country.

What Washington Asks of the Electrical Retailer

See that your local war-making and essential industries, as named on Preference List herewith, are promptly served with their electrical needs first. Industries not on that list must wait.

Restrict appliance sales to essential devices—those that save labor, food or fuel. Eliminate "luxury lines" and the less economical devices.

Sell only where the customer's need can be shown. If the customer has an old appliance, repair it instead of selling a new one.

To supply the demands of the public, the government does not interpose objection to dealers displaying and advertising goods they have for sale. But when the point of making the sale is reached the seller must assure himself that the sale is a necessary one.

Dealers must expect a reduction in volume of goods they can get for resale, and must prepare to adjust their own businesses accordingly. The extent of this reduction in essential lines cannot now be even predicted, but certain luxury lines will be discontinued altogether by manufacturers, during the war.

Numbers of models in many lines are being re-

duced and standardized. This will save stock investment and overhead for the dealer.

Administration officials recognize that it is as much the nation's problem to conserve the electrical trade as to conserve material, and will make every effort, by appropriating to electrical manufacturers material that can be spared from war needs, to preserve the present distributing system of electrical merchandise for its important after-the-war service to the public.

To date, however, the electrical retailer's own viewpoint has never been directly represented at the Washington conferences, except as expressed indirectly by manufacturers and jobbers in presenting their own cases. ELECTRICAL MERCHANDISING urges that a committee of leading retail merchandisers of all groups at once go to Washington to assist the government, and to interpret back to the electrical trade the conservation measures which the government from time to time finds necessary. ELECTRICAL MERCHANDISING has already been in touch with leading electrical retailers regarding the need for such a War Service Committee, and has received a number of expressions of willingness to co-operate by serving on such a body.

"FOR THE WINNING OF THE WAR, steel is now the world's most precious metal. . . . The present and constantly increasing steel requirements of this country and its allies for direct and indirect war needs—100 per cent of which must under any and all circumstances be promptly supplied—are so enormous as to well-nigh absorb our constantly expanding producing capacity. The result is obvious. There will be comparatively little iron and steel left to distribute to those industries engaged in non-war uses. Every possible use of iron or steel or their products which can be deferred must be deferred until after the war."

THUS briefly but significantly does Judge E. B. Parker, United States Priorities Commissioner, outline the problem that has faced American manufacturers since the enlarged military program of an army of 5,000,000 in France was determined upon.

The electrical industry is a comparatively large user of steel and iron, as well as copper, brass, tin and other materials, in all of which similar shortages exist. Along with manufacturers in other lines, the electrical manufacturers of the country were early called into consultation with the Washington authorities and asked not only to reduce their use of raw material and

fuel, but to make sure that the products which they are permitted to continue turning out, shall find their way into essential uses necessary to the conduct of the war.

Thus the electrical manufacturers, it should be noted, have been accorded a place on the list of preferred industries issued by the Priorities Board, and in return for priorities granted on a limited amount of raw material, have been asked to give their pledges to the government that their products would go to war uses. Where these manufacturers sell goods for resale, their customers, both jobbers and retailers, have similarly been asked to subscribe to or acknowledge the manufacturer's

pledge and to keep records of where the material was used.

In the case of certain lines, retailers have been asked, through their pledges to the manufacturers, to sell no device where the merchant is not convinced that the customer really needs the article.

In the washing-machine field, for example, the manufacturer is pledged to see to it that his dealers agree not to sell a new machine where an old one in the customer's possession can be repaired. For the balance of the year the washing machine manufacturers will get raw-material allowances at the rate of 75 per cent of their consumption of last year—a restriction which means that in turn the dealer's volume of washing machines will be automatically curtailed to 75 per cent. Washing-machine models have, moreover, been reduced from 100 to 16, so that the dealer will be relieved of stocking a large number of models.

The standardizing influence of the Priorities Board has brought a similar reform into the vacuum-cleaner field where the manufacturers have agreed to reduce their sweeper lines to not more than two models. The vacuum-sweeper makers have also agreed to discontinue the manufacture of the less-essential attachments and to discontinue the use of metals where such use is not essential. Among the attachments to be discontinued are included all extra tools for cleaning curtains, tapestries, wall coverings, furniture and other articles. It is expected that these eliminations will result in an annual saving of 100 tons of steel, 5 tons of brass, 125 tons of aluminum, and 1,000,000 ft. of rubber hose. Raw material granted the vacuum-sweeper makers has similarly been reduced to 75 per cent of their consumption last year, curtailing their product to the retail field in the same proportion.

PROPOSE ELIMINATING CERTAIN LESS-ESSENTIAL HEATING DEVICES DURING WAR

In the field of electric-heating devices the volume of raw materials granted the manufacturers will also be reduced, and in addition it has been proposed to eliminate altogether certain less-essential or "luxury" devices, for the duration of the war. Electric percolators, chafing dishes, cigar lighters, and curling irons are samples of the less necessary devices which it has been suggested be discontinued.

The incandescent-lamp manufacturers have voluntarily agreed to abandon the manufacture of practically all types of the inefficient old-style carbon-filament lamps, in accordance with a fuel-conservation program which practically calls for the discontinuance of their manufacture and sale, except in the few cases, as on battleships, where excessive vibration or shock requires a lamp of unusual sturdiness. The few exceptions are confined to essentially war industries, so that the next twelve months will probably witness the entire elimination of the carbon lamp in favor of the much more efficient tungsten unit.

The manufacturers of wiring devices have also held meetings and have outlined a program by which

they can drop 80 of the 100 types of sockets and receptacles now listed by them, retaining only 20 per cent of the former lines. Similarly they see ways of reducing their present 500 cut-out and fuse numbers, to 125, a reduction of 75 per cent. These changes will of course benefit the dealer's position, by reducing the

Many other important standardizations and economies are now under way in other lines, as the result of consultations between the manufacturers concerned and the War Industries Board. Each will effect its own distinct saving of raw material, fuel and human effort, making available a corresponding saving to

The New Preference List

*Issued by Priorities Division, War Industries Committee,
September 7, 1918*

This list is the master key governing the flow of basic industrial elements to the industries necessary to the war program. It is the basis for industrial exemption from the draft and may be regarded as the governing factor in the distribution of labor, capital, facilities, material, transportation and fuel.

The industries grouped under Class I are of exceptional importance in the prosecution of the war, and their requirements must be fully satisfied in preference to those of the three remaining classes.

Aircraft plants	I	Mining tools	III
Ammunition	I	Navy and Army	I
Army and Navy	I	Newspapers and periodicals	IV
Arms plants	I	Oil and gas, producing and transporting	I
Bag Factories	IV	Oil and gas, manufacturing equipment for	III
Blast furnaces	I	Paper and pulp	IV
Boots and Shoes	IV	Public institutions and build- ings	III
Brass and copper	II	Public utilities	II
Chain plants	III	Pulp and paper plants	IV
Chemical plants	I	Railway (operated by U. S. Railroad Administration)	I
Coke and by-product	I	Railways	II
Cotton compresses	IV	Rope plants	IV
Cranes	II	Rope wire plants	II
Domestic consumers	I	Ship plants	I
Drugs and surgical supplies	IV	Soap plants	IV
Electrical equipment	III	Steel-making furnaces	I
Explosives plants	I	Steel-plate mills	I
Farm-implement plants	IV	Steel-rail mills	II
Feed for livestock	I	Steel plants	III
Ferro-alloys	II	Surgical supplies	IV
Fertilizer plants	IV	Tanning	IV
Fire-brick plants	IV	Textile plants	IV
Food factories, mills, and stor- age plants	I	Tin plates	III
Food container plants	IV	Tobacco	IV
Gun factories	I	Toluol plants	I
Hospitals	I	Twine (binder and rope)	IV
Ice factories	II	War and navy departments	II
Laundries	IV	Wire rope and rope wire plants	II
Machine-tool plants	II	Woolen textile plants	IV
Mines, coal	I		
Mines, metal and ferro-alloy minerals	II		

number of similar or duplicating items he must carry in stock. Sweeping savings have also been made in details in the production of outlet boxes, a notable example being one case of standardization of switch screws, by which the drilling of fourteen oddly assorted holes to accommodate different manufacturers' switch patterns, has now been reduced to two.

toward the paramount purpose of winning the war.

So much for the thoughtful, intelligent efforts toward conservation that the Government authorities at Washington are bringing to bear on the manufacturing end of the industry.

What, on the other hand, do Uncle Sam and his faithful conservation workers ask of the retailers, the

electrical merchants, the final links in the chain that reaches the consuming public.

DEALER NOT PREVENTED FROM SELLING

The statement has gone forth that "no sales campaigns" are to be permitted during the war, and this has been widely misunderstood and misinterpreted, even to mean that the electrical merchant must not offer his wares for sale, either by dis-

that the tired house wife be told that labor-saving vacuum-sweepers are still available as balm to sore backs. And will it not mean a saving of fuel if an electric iron can be sold to a household where otherwise a coal range would have to be lighted to heat the usual trio of sad-irons?

But the thing the administration wants to make sure of, as we understand it, is that when Mrs. Smith seeking a washing machine, or Mrs.

ment of the retailer must be depended upon, guided as he will be, from time to time, by opinions issued by the Priorities Board. And the board in turn will be glad we believe, to hear from representatives of the retail electrical merchants.

RETAILER'S HELP WILL BE WELCOMED AT WASHINGTON

For, as the war has gone on and on, and as more and more groups in industry and commerce have rallied to the side of government officials in Washington, it has become increasingly evident to the retailer of appliances and merchandise that the time has come for him to go to Washington and endeavor to assist.

The manufacturer has been represented there; the jobber has been represented there; but, notwithstanding the fact that the group most concerned in the recent reduction in the volume of appliance and merchandise sales is the retailer, the retailer has not been found at his post of duty in Washington, endeavoring to ascertain how he can best help the government to win the war nor spreading among his fellows the government's needs and views.

Bearing this in mind, representatives of ELECTRICAL MERCHANDISING have consulted with a prominent representative of the War Industries Board in Washington, with the result that he has stated that if a committee representing the retailers of electrical appliances and merchandise is formed, he will arrange a conference with the electrical division and with the Priorities Board.

Immediate steps to bring about the formation of such a committee were taken by representatives of ELECTRICAL MERCHANDISING, with the result that J. C. McLaughlin, commercial manager of the Potomac Electric Power Company, of Washington, D. C., because of his intimate knowledge of Washington conditions and close personal contact with government officials, was asked to assist in the naming of such a committee.

Telegrams and letters were dispatched to a number of the leading retail electrical merchants of the country—central-station men, contractor-dealers and department-store managers—and as we go to press ELECTRICAL MERCHANDISING has al-

Electrical Manufacturers' Pledge

For myself, my corporation, or my firm, I pledge

- 1. The conservation of all raw materials and supplies now on hand or later to be issued to me;**
- 2. The maximum possible utilization of all materials and supplies for essential war purposes;**
- 3. The prompt production and delivery of the largest possible quantity of finished product that is or shall be required by the United States Government for the interests of itself or its allies;**

And I further agree that all other lines of our business shall be subordinated to this pledge, and

All this in accordance with the suggestion of the War Industries Board.

This pledge has been signed by the electrical manufacturers, and in most cases they in turn have required from the jobbers and dealers to whom they sell, written acknowledgments, setting forth that these resale agents will be guided by the spirit of this pledge in the resale of all goods supplied by the manufacturers. In this way while the manufacturer gives a pledge direct to the government; the resale agent is required to give his pledge to the manufacturer.

playing them in his store or announcing through advertising in the newspapers that he has labor-saving washing machines or vacuum cleaners for sale.

On this point, as ELECTRICAL MERCHANDISING has taken pains to make sure, there can be no doubt that the government officials will find no objection to any dealer's announcing to his public, either through attractive window displays, newspaper advertising, or other means, the goods he has for sale. It is his duty to his community to let Mrs. Smith, with a family of three youngsters, know that at the Electric Shop she can procure a heaven-sent electric washing machine that will perform the laundry service once done by departed Lena who is now working in a munitions factory. It is essential, also, to the morale of the community

Jones in search of a vacuum sweeper, turns up at the Electric Shop, the electrical merchant or his agent shall satisfy his own conscience that Mrs. Smith and Mrs. Jones really need and are entitled to purchase the articles they want to buy, and that their needs cannot be taken care of by some simple repair to an old machine already in their possession.

Or, again to quote Judge Parker of the Priorities Commission, "It requires no salesmanship merely to sell goods where the demand greatly exceeds the supply, but it does require real salesmanship and a high degree of patriotism to sell with discrimination with a view of limiting the purchases to strictly essential uses, the controlling consideration being 'Where can these stocks be best placed in the public interest?'"

After all, the patriotism and judg-

ready received a number of expressions of willingness to coöperate by serving on such a War Service Committee from some of the best-known retail electrical merchandisers in all sections of the United States.

MUST CONSERVE MORALE AS WELL AS MATERIAL

Such a committee of representative retailers of electrical merchandise—picked not from any single group of central-station, contractor-dealer or department store merchandisers, but representing all sides of the retail electrical trade—can be of the greatest assistance to the government at this time.

Moreover, their help will be welcomed by the officials who are charged with the difficult duty of providing the huge mass of material needed for war purposes while disturbing the existing channels of business and civil life as little as possible.

The problem of conservation now before us is not alone one of saving material, fuel and man-power—vital as these are—but it also involves the tremendously important fourth factor of conserving the public morale.

RETAILERS CAN SUGGEST WAYS TO HELP

The retailers are in touch with the buying public and can provide the Washington authorities with first-hand information concerning the important industrial uses of electrical goods by the general public and by industrial purchasers, which should be considered in any program of compulsory reduction of volume. A retailer's committee can undoubtedly suggest many ways to help solve the very problems that confront the government officials, who have already had the benefit of the advice of the manufacturers and jobbers only.

While it is true that many of the jobbers have retail departments, the jobbers' own claim, as we understand it, is that they are essentially wholesalers, and it is evident that a body of wholesalers can not adequately represent the thousands of merchants—central-stations, contractor-dealers, department stores and others—doing a retail business in electrical merchandise.

Such a committee as that described, could be of the greatest help to the government in securing the intelligent co-operation of retailers in

carrying out the Government's conservation program. The electrical merchants of the country—numbering 30,000 or more—are earnest in their desire to follow all conservation rules laid down by the Washington authorities, in spirit as well as to the very letter. They only ask to know what those conservation requirements are, in principle and in detail, and within reason they request that they receive advance notice of important changes, when this is possible, to enable them to adjust their individual businesses to the new restrictions they are called upon to meet.

It would seem only fair that this information, so vital to each merchant's own business existence, be transmitted to the trade as far in advance as possible, and also *directly to the retail trade*, rather than roundabout through other groups. Also it would seem manifestly fair, and the characteristic American way of handling such situations, for the retailers to express their own viewpoint on these important situations before mandatory action is taken.

As already pointed out, the officials

at Washington will welcome any assistance that the retail trade can give in the solution of the difficult and complex material problems that confront the nation. The officials will gladly receive a committee of retailers, and will arrange opportunities for the discussion of problems in which the retailer is concerned and in the general solution of which he can undoubtedly help.

RETAILER HAS ONLY HIMSELF TO BLAME

That the electrical retailer has not already grasped his opportunity to help his government and at the same time to have representation before the councils where decisions are made, of the utmost importance to his own business future—is his own fault and nobody else's.

Certainly the government wants him, welcomes him and needs him, and there is today no more important duty before the retail electrical merchandise trade than to heed the call and to rally to the side of the government with the strongest, ablest War Service Committee that can be found in the trade.



September 20 Is "Furnace-Cleaning Day," Says Dr. Garfield

Clean Your Furnace with a Vacuum Sweeper and Save Coal

BY A. E. SCHEFFLER

About two years ago, I conceived the idea of cleaning my furnace with my vacuum cleaner, and last fall I put the idea into practical use, giving the furnace a cleaning such as it never had since the day it first went into service.

To do this, it is only necessary to detach the dustbag from your cleaner and obtain an extra hose, which you attach to the blowing end of your cleaner and run it into a receptacle, preferably an ash can.

Then attach other hose to the suction end of cleaner. You are now ready to do business "the electrical way," without raising any dust or muss, and carrying all soot directly into the ash can.

Tell all your customers and friends, who have vacuum cleaners, about this. Use it as a selling argument to prospective purchasers of vacuum cleaners, and sell an equipment to your local furnace repairman or hardware store.

Sanders Plans to Win the War

The Middleboro Contractor Works Out the Way to Organize His Business
on a War Footing, Making a Profit Just the Same

By EARL E. WHITEHORNE

JOSEPH P. SANDERS blew in my office the other day in New York. I was surprised, for the last time I saw him was that day when I was waiting for the train connection out in Middleboro, and ran across his Electric Shop by accident. I went in and introduced myself and he told me all about the clever "Save-by-Wire" campaign that he had just put on so successfully. I told the story last month in ELECTRICAL MERCHANDISING.

"Hello, J. P." I greeted him, "you are as unexpected as a pole-cat at a party, but I'm tickled to death to see you. What brought you down?" For of all the electrical contractors I've met and known, I think this man is keenest in his point of view, more simply practical in method and a better local storekeeper and business man. He is functioning in his community as a contractor-dealer should, according to my way of thinking.

"Well, I'm not such a stranger in the Big Town as you might think," he replied. "I come down occasionally. This time I'm here to see what's what about all these war changes, and I thought I'd just drop in and chew it over with you. As far as I can judge I've got to cut out most of the campaign selling and restrict my lines to essential appliances for

essential purposes, and generally revise my program. I'm ready to. Anything I can do to tie in closer to the government's needs I want somebody to point out. But where do I lay hold? What do *you* know?"

Here was another side to Sanders. I had seen him as a hustling contractor and dealer in a small city where he leads the local electrical family in anything for progress in appliance selling. When the word began to circulate that the hand of war was going to mix into these small affairs he didn't sit back and get discouraged. He didn't say, "I'll

just boom along until I get orders what to do." He put his hat on straight and came to town to talk to the manufacturers whose goods he sells and find out just where his duty to himself and to his customers must give way for the winning of the war. It shows this man's keen faculty for putting purpose as well as profit into his day's work. It shows why Sanders has made good in his Electric Shop.

I told him what I could—which wasn't much. Briefly, as the news and gossip has come to me—our Uncle Samuel is tightening up his belt another hole and taking another wallop at the job of saving steel and industrial man power by restricting still further the manufacture of certain classes of electrical goods. Manufacturers of heating appliances, for instance, are asked to discontinue their non-essential luxury devices such as percolators, tea kettles and hair curlers that any home can get along without till the war is over; and to put their material into flat-irons, and the more practical utilities that really render greater economic service for relieving labor or saving fuel or food in the home. Likewise the washing-machine and vacuum-cleaner people are restricted in the number of different models they can make



"Well let's get at it this way," I suggested. "Suppose this was our war—" "My God, man, isn't it?" J. P. exclaimed, jumping to his feet. "Sure. Don't get excited. You've got the idea, Sanders, but there are a lot of us who haven't yet seen this war as their own personal property."

and, of course, everybody is being held down through the control of the raw material. But the government goes further this time. It is not enough to call on the manufacturer for co-operation. "The fewer made," says Uncle Sam, "the less material used. And the fewer sold the less they'll need to make."

"So all of us," I said, "the trade in general, are asked not to sell an appliance anywhere when it is not actually needed. Don't sell a cleaner to a family that already has an old cleaner. Repair the old one. Don't

"Precisely," I said, "and more than that. There are other things to save besides material."

"All right, but what?"

"Well, let's get at it this way," I suggested. "Suppose this was our war—"

"My God! man, isn't it?" J. P. exclaimed, jumping to his feet.

"Sure. Don't get excited. You've got the idea, Sanders. You have lined up, but there are a lot of us who haven't yet just seen this war as their own personal property, a kind of a wild cat that they've per-

of money profit to him personally, or the desires of his customers had to be secondary. Starting from there the plan unfolds itself. And is there any man of us who reads the casualty list day after day, who is not willing to do this much each day, there in his corner?

"Start your list," said Sanders, "by writing down the three things which must be saved—material, labor and money."

I set these down and we took up point by point and filled in details till we had the "Electrical Contrac-

A WAR-SAVING PLAN FOR THE ELECTRICAL CONTRACTOR-DEALER.

Back up the Government and Help Win the war - on every job, on every sale -

- (a) by saving raw materials needed for the war,
- (b) by conserving industrial labor and
- (c) by encouraging thrift among the people - this way -

TO SAVE MATERIALS - REGULATE APPLIANCE SALES.

1. Buy or sell no appliance that is not a practical utility - no luxury or purely comfort devices.
2. Sell no appliance that duplicates another already in the home.
3. Seek out and repair all out-of-order appliances and get them into use instead of selling new ones.
4. Buy up all unused appliances now on the dusty shelf and sell them to the homes that need and want them.
5. Develop household sales among materials that do not consume much copper and steel that the war needs - such as lamps, glassware, etc.

TO CONSERVE INDUSTRIAL LABOR - PUT THE SELLING EFFORT INTO DEVELOPING FACTORY BUSINESS.

1. Sell better lighting to stimulate production and prevent accidents and spoilage.
2. Sell more and better motors to save manpower and speed the work.
3. Sell safety switches and accessories to prevent accidents and shut-downs that reduce output and cripple workers.
4. Sell industrial heating devices to improve manufacturing processes and cut down costs.

ENCOURAGE THRIFT AMONG THE PEOPLE -

1. By discontinuing easy-payment selling that interferes with Liberty Bond installment sales.
2. By not making hoop-la campaigns that influence people to buy things that they cannot afford.
3. By selling for cash to discourage extravagant purchases of any kind.
4. Concentrate appliance selling on devices that bring actual cash economies in the cost-of-living.

IN SHORT
Do No Job and Make no Sale unless you are satisfied
that it is All Right for the Winning of the War.

*Approved & adopted for my
business for the period of
the war - J. P. Sanders.*

"When the war is over I can plan things to suit myself, but while the war is on I can't—no matter how much I may try to make myself believe I can. Until the war is over you and

I and every other man are bound hand and foot by circumstances. So why not just spit on our hands and go to work to do the most we can to win this war and have it over with?"

sell a washer to a household that has one that they are dissatisfied with. Show them how to use it. Fix it up some way. Don't sell a new grill to any woman who has an old hot plate or toaster stove upon the pantry shelf. Tell her that she must not use up raw material if she can possibly avoid it. And as an aid to this restricting influence, Washington says—"cut out the hoop-la campaign. Stop teasing people to buy things on easy payments and increasing the demands for manufactured goods."

"In other words," Sanders cut in, "What I am to do is to get on a war basis in my contracting and selling, and check up each job and every sale with the idea of saving material."

sonally grabbed and can't let go of. So let's suppose this was our private war—just yours and mine. Suppose that it was up to us to make the people save in every way in which we could help them. What would we do? Let's list it down."

And so I took a pencil and a big yellow pad and we laid out a schedule of what to do to win the war—not just for play or theory, but a definite plan for Sanders to take back to Middleboro, and establish as the local policy, if possible, of all the contractors and dealers there, also the central station. We took the attitude that this was J. P.'s war. He had to put his mind right on the job of winning it. All considerations

tor-Dealer's War Saving Plan" which is reproduced here and had discussed it all in detail. Step by step it unfolds itself and it is a simple, practical plan that any man can apply in any city, profitable as well as patriotic, sensible and sincere. It—or some such scheme for help-the-war work—should certainly be adopted in every town if the spirit of the government's appeal is to be carried out.

* * *

TO SAVE material" said Sanders, "I can do a lot of things.

First, I won't order any appliances that people don't need. I'll order cleaners and washers and ironing machines and flatirons that the

government permits them to manufacture, but I won't sell one to any family that has one already or wants them for any other reason than to solve the domestic labor problem. I won't sell them to be used as luxuries, but where a woman can't get a servant or enough labor to run her home, I'll sell her one."

"How can you find all this out every time?" I asked.

"How do I know how?" J. P. replied with heat. "How does a general win a battle? How does a soldier march on sore feet? How do they do all the impossible things that everybody's doing over there? If this information should be dug up before I sell a cleaner, well then I bet I'll dig it up."

"Good boy, J. P." said I. "You've got the idea."

"All right," he continued. "Some people have two irons. Some people have two toasters. Some families have grills and irons that they never use and never will. There are a lot around town that won't work. I'm going to buy them up and sell them to the homes that need them. Here is good business that won't use up one pound of material. Here is good repair work for my shop that will pay profit. Here is a chance to get in touch with a lot of new homes that may need more convenience outlets, better lamps, a lot of stuff."

Sanders was wound up and going strong. "Another thing," he said. "I'm going to cut out all this easy-payment selling till the war is done. It is a fine idea in normal times. It stimulates business. It enables lots of people to get appliances they would never buy if they had to lay down money in a lump. But I will bet you that right now the sale of cleaners, washers, books, pianos, phonographs and furniture is interfering with the sale of Liberty Bonds and Thrift Stamps. Ordinarily it's a fine influence. It makes people save their money for worth-while things. But now it results in tying them up with obligations that they have to save so hard for that they are afraid to sign a W.S.S. pledge card or take on another bond. I'm going to quit it till the war is done."

"And another thing—" He was pacing up and down now, chewing his cigar butt and waving one hand at me as though I were objecting to his plans instead of being more or

less the instigator. "We, with our stores, have been so eager for this merchandising business and the working up of all the lines we sell to people in their homes that we have been neglecting something. We have forgotten too much to cultivate the factory, yet the factory to-day is just the place we should be putting in our best work. We can sell them better lighting, better motors to speed up production. We can sell further we went the stronger Sanders felt that everything the government desired could be applied to building better business for the local contractor and dealer in any town.

"But that is not the point. That's incidental," was the way he put it. "When the war is over I can plan things to suit myself, but while the war is on I can't—no matter how much I may try to make myself believe I can. Until the war is over



A Prize Worth Striving For

ELECTRICAL MERCHANDISING, you know, has offered a \$100 Liberty Bond of the Fourth Liberty Loan for the story of the best Local Program to

SAVE—Fuel, Food, Time, Money—BY WIRE.

This Hundred Dollar Liberty Bond will be awarded to the man submitting the story of the best campaign to Save-By-Wire. Anyone is eligible for this contest. To enter for the \$100 prize, here's all you have to do: (1) Make your campaign plans *now*. (2) Put them into execution during September. In October, when it's all over, write us a good full letter about *what* you did, *how* you did it, and the *results*. Send us snapshots of show windows or other features, samples of any special printed matter.

All material must be in our hands by November 1. Representatives of the national electrical associations will be the judges, and their award will go to the campaign which, in their judgment, shows the most practical, workable ideas that other contractor-dealers can use to sell outlet jobs.

GO TO IT, NOW!

Your chance to win is just as good as any other man's.

them safety switches to prevent accidents that cut down the supply of labor. We can sell industrial heating appliances. We can help them in a hundred ways to improve their efficiencies, reduce their costs, their spoilage and a dozen other troubles. And every time we help a factory we help the war, for the factories to-day are just as much an army under the command of Uncle Sam as any bunch of soldiers on the other side."

We talked for two hours and the

you and I and every other man are tied hand and foot by circumstances. Now, why not just spit on our hands and go to work to do the most we can to win this war and have it over with?"

And he put our War Plan list in his inside pocket and took his hat and said, "Good-bye" and started back to Middleboro to reorganize Joseph P. Sanders and his Electric Shop on a war basis; also to line up the electrical family there to do the same. More power to J. P.!

To Speed the Fourth Liberty Loan, September 28 to October 19

Hold a “Win-the-War” Meeting--Now!



Announce to your employees in advance, "The shop will close thirty minutes earlier than usual. We want to have a talk about the war and what we can do to help win it." And when the time comes, call your people together, see that they are provided with seats, make them comfortable, make them feel at ease. Then begin telling them some of the things about the war and what it means for every man, woman and child in America.

ELECTRICAL MERCHANDISING asks your help in holding throughout the electrical industry and trade during the week of Sept. 23, the week before the Fourth Liberty Loan drive opens, a series of local "Win-the-War" meetings, large and small, in every electrical store, shop, and contracting, manufacturing or selling organization, to create among all our electrical people the individual spirit and team work that is daily seen to be the mightiest factor in winning the war.

Such meetings, whether numbering 10, 100 or 1000, will serve to drive home these four principles:

First, that alone our fighting men cannot win the war. That their victory requires the organized might of the nation back of them and that this means the individual effort and power of every American.

Second, that faithful, honest steady work in whatever job the individual holds or may hold is absolutely necessary to the maintenance of our armies and navy.

Third, that thrift in every direction, the saving of money and its investment in Liberty Bonds, is essential to the conservation of our resources and the successful financing of the war. And that the individual is responsible for such saving and investment to the utmost possible extent.

Fourth, that no one man or group of men can alone accomplish these essential results. They can be brought about only by the loyal enthusiastic action of every individual, and nothing but the aggregate of individual effort can develop the power of the nation.

There are many men who can organize such meetings—gather an audience for them and see to it that a spirit of serious enthusiasm is developed in them.

Probably better, however, than any other single class, business men can do this most effectively.

Their audience is already at hand among their own employees. There can always be arranged a suitable meeting place on the premises occupied by the business. If the man who runs the business is the right kind of man, he already enjoys the respect and confidence of his audience, a big advantage to start with. He can conveniently and quickly announce and prepare for such a meeting. He can in advance set an example in patriotism by donating from the business the small amount of

time necessary to accomplish so great an amount of good. He generally has a sufficient circle of acquaintances to enable him to secure the service of a good speaker if he chooses to invite such a speaker.

This campaign to have the business men of the nation conduct Win-the-war meetings among their employees and associates is part of a nationwide program undertaken by the Associated Business Papers (of which ELECTRICAL MERCHANDISING is a member) with the approval of the Liberty Loan officials. The following detail suggestions for conducting the local meetings are taken from the program booklet prepared by the Associated Business Papers, and a copy of which will be sent to any reader addressing ELECTRICAL MERCHANDISING.

GETTING YOUR EMPLOYEES TOGETHER FOR A "SMALL" MEETING

The organizer of a "small" meeting should first of all bear in mind that his meeting and his effort in getting his group together is just as important and serious a matter as the holding of a large meeting.

As a matter of fact, the holding of small meetings, if they are sufficiently numerous, will in their aggregate be of the most tremendous value.

Such meetings give an opportunity for that close personal individual contact, discussion and exchange of thought and information, which is so enormously valuable in bringing home to the mind of each individual what his or her personal obligation is in war effort and in the purchasing of Liberty Bonds.

Assume that you are operating a store or shop with say ten or twenty employees.

You have a closer contact and a more intimate acquaintance with each of those men or women than the head of a great industrial enterprise can possibly have with the hundreds or thousands of men or women under his direction. Therefore, you have all the greater power of leadership with your employees. Could anything be simpler than for you to announce to your employees either personally or through your foreman or head clerk, "To-morrow the shop will close thirty minutes earlier than usual. We want to have a talk about the war and what we can do to help win it."

When the appointed time comes call your people together; see that they are provided with seats; make them comfortable; make them feel at ease. Then begin telling them some of the things you have been reading about the war and what the winning of it means for every man, woman and child in America. Don't preach. Don't orate. Talk from your heart. Don't say "You and I." Say "We." Make them feel their partnership with you and their neighbors in this great serious business of war and that your business and their jobs are a part of the war.

Tell them *why* it is necessary for them to *save* in the business and personally, so that you and they can buy Liberty Bonds, more Liberty Bonds. Tell them how their efforts to save and buy Bonds help our fighting men. Show them why it is necessary for everyone to serve and help in some way in this war. Tell them what special effort *you* are making to help in the service of the country. Tell them what Liberty Bonds are. How to buy them. How you can help them do it (if you can help). Tell them how it encourages our fighting men to know that the whole country is backing up the Army and Navy.

Then get some of *them* to talk, to tell what *they* are doing. How they are saving. How they are buying bonds. Get them thinking about the individual responsibility they are under to help win this war by financing it. *Set them thinking.*

OR, HOLD A JOINT MEETING WITH OTHER EMPLOYERS

Here is another plan:

You know two or three or maybe a dozen men operating the same sort of business you are in. Call them on the phone. Tell them you would like to arrange a Win-the-War meeting among their employees and yours. Get them to agree on a time. Go to your lodge and say you want the lodge hall at a certain time for the meeting. Arrange for a volunteer to play the piano or organ. If there is no convenient lodge hall, get the use of a church. Get a volunteer singer who can lead in singing patriotic songs. Select the songs you are going to have sung and have the words of each printed on slips of paper to be passed around at the meeting.

Get your banker or lawyer to come and address the meeting. Talk your-

self. Get the biggest man in your line of trade to talk. Get hold of a couple of soldiers and sailors. Have them on the platform with the speaker.

Don't let anyone talk more than ten minutes. Don't let the meeting drag. Make up your mind to a definite program and stick to it.

If your banker or lawyer won't or can't speak, get them to suggest some man who can and will. Call him up. Post him on the object of the meeting. Have him at the meeting on time.

"SELL" THE BIG VITAL IDEAS OF THE WAR

Above all go at the work with a serious spirit of enthusiasm. Make up your mind that you are going to hold a meeting that will "sell" the big vital ideas of this war to every man and woman there and make them feel their responsibility in helping to win it.

Above all that they will at least feel the necessity to buy Liberty Bonds to the utmost limit of their ability.

When you telephone your competitors or others who you are inviting to participate in this joint meeting, ask them how many employees they have. Get the necessary number of cards printed telling the time, date and place of this Win-the-War meeting. Name the speaker or speakers. If you are going to have music say so. Distribute the necessary number of these cards to each employer who agrees to participate in the meeting and make him feel personally responsible to see that one of these cards is handed to each of his employees—and in addition that he personally requests each of his employees to be there.

Make it clear on your announcement cards that no subscriptions for anything are to be taken—no money will be asked for.

Enlist the service of your friends. Make each one offering help definitely responsible for some one piece of the work in the organization or the carrying on of the meeting. And don't forget the women. They can help tremendously.

If you enlist the service of your local Red Cross chapter these women will with a few suggestions and a little help from you in the way of telephoning, printing and so on, come

pretty near to organizing your whole meeting for you. And there will be no greater thing you can do to raise the enthusiasm of your audience in advance than to have the chapter come into your meeting in a body attired in their Red Cross uniforms. Or to get them to act as a choir in leading the singing of patriotic songs during the meeting.

A SUGGESTED PROGRAM FOR YOUR MEETING

Finally, we repeat, whether your meeting takes the form of a friendly conversational discussion with your group—or the form of a large hall meeting with music and several speakers of eminence—*don't let it drag.*

Start with a patriotic or marching song—"The Battle Hymn of the Republic," or "America," or "Over There," or "The Long Long Trail."

The organizer of the meeting should say what he has to say—limit ten minutes.

He should introduce the next speaker, if any—*briefly.*

Limit of time to speaker ten minutes.

Then other speakers, if any, in order—limit to each ten minutes.

Call on individual men or women in the meeting to express sentiments—selecting these in advance—persons that you know will "take" with the audience either because of personal popularity, power of leadership, oratorical ability, or some similar quality. In calling on these persons mention the amount of time they should limit themselves to.

Another song—"The Star Spangled Banner."

Adjourn.

It will be up to the man or men who do the principal part of the speaking to make sure that no man or woman leaves the room without a clear conviction: First, that the success of Liberty Bond issues is vital to the winning of the war.

Second, that it is their individual duty to subscribe to and pay for Liberty Bonds of the Fourth Loan to the limit of their ability and to keep them until the war is over except in case of dire necessity.

In some respects, it will be easier to create a tremendous amount of serious enthusiasm at great meetings than at the smaller meetings, because advantage can be taken of crowd

psychology, and a tremendous spirit of patriotism and determination is already there to work on in any American crowd.

In connection with "Win-the-War" meetings to aid the flotation of the Fourth Liberty Loan, there are, however, certain points to be carefully borne in mind, some of which apply at any time.

First, "Win-the-War" meetings are not Liberty Loan meetings. They are not for the purpose of actively taking subscriptions to the Loan. They are for the purpose of arousing to still higher levels the war spirit of the people—to bring home to each man and woman the necessity of individual support of Liberty Bond issues in the winning of the war and to develop the general spirit of bond buying as a part of war service.

Second, such meetings should be held before the Fourth Liberty Loan

Campaign opens on Sept. 28, so that there will be no conflict with the Loan meetings arranged for and at which subscriptions will be taken.

Third, as a general rule it will be wise to hold these meetings *within business hours*, having the employer donate at least a part of the necessary time. While this may seem a hardship on the employer, if the meeting does its work it will develop a spirit of teamwork and close application to work which will repay the time used in the meeting many times over. And that is looking at it only from a cold business standpoint.

Fourth, where possible, by all means have men in uniform—soldiers or sailors—at your meeting, and, preferably, men who have seen service and know how to talk. Your local Liberty Loan committee can probably help you to get such men.

Fifth, if you can find that many of your women employees, if any, are Red Cross members, have them dress in the Red Cross costume and march into the meeting in a body.

MUSIC WILL HELP MAKE MEETING "GO"

Fifth, music at any meeting is a tremendous help. Open the meeting and close it with a patriotic song. Instrumental music is helpful but not necessary. But be sure to have a *song leader* and post him on what and when you want the songs.

Sixth, make your audience as comfortable as you can. If you can't have chairs for all, have benches or boxes arranged in advance in an orderly way.

Seventh, if you can work in a moving picture or war film, by all means do it.

Eighth, have your meeting place decorated as far as possible. Hang bunting on the walls, or if in a warehouse, over the stock.

Ninth, have a central point, if possible, raised, for the chairman and speaker, and if no other decoration is possible, at least a flag above that central point.

Tenth, give a few of the *leaders among your own employees* a chance to talk at the meeting. Make the whole audience feel that they are part and parcel of the meeting. They are the meeting. Make them feel that they are being talked *with*, not *at*. That they are helping in a great work.



This big thermometer was used during the campaign at Evansville, Ind., where the A. L. Swanson Company's store was official headquarters for the public to learn how the campaign was going. One hundred 75-watt lamps were used to illuminate the "mercury column," making the huge thermometer very attractive at night, as well as showing it up effectively during the day. The lamps were concealed but the light showed through the red mercury, also illuminating the figures on the side. Besides the sign, four big farm bells were used to call attention to the progress of the campaign, and were rung more or less throughout the day. The city fire department painted up the amount each day.

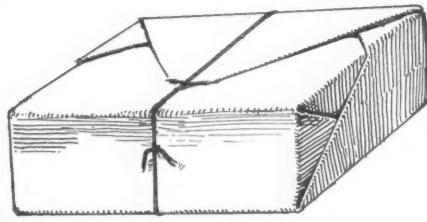
33 War-Time Economies

1. Why Wrap It Up?

Stop wrapping up articles that do not need wrapping. This will cut down your cost of supplies. Many articles are sufficiently protected by the manufacturer's container. If the customer objects, a smile and a courteous statement of your wish to conserve paper at the request of the government will send the customer away contented.

2. Telephone—Don't Walk

Why should demonstrators walk miles to see prospects and arrange for demonstrations when the same arrangements can be made by using the telephone in the store? The telephone approach will help a demonstrator to use his time to much better advantage and that in turn should mean fewer demonstrators, hence fewer dollars for wages.



No. 5

3. Stop Buying Parts

Many dealers continue to buy parts from various sources and to assemble lighting fixtures in their own shops, despite the fact that complete fixtures can be purchased from manufacturers at a lower cost than the dealer can reach in making up his own fixtures. By buying complete fixtures now the dealer will cut down his own labor costs and release men who are needed in war work.

4. Don't Acknowledge It

Since the war came to America many business concerns have discontinued the practice of acknowledging remittances from customers in reply to statements sent out by the store. This means a definite saving of postage. A customer is allowed to assume that the store has received his remittance if he does not receive another statement.

5. Wrap the String One Way

If goods are wrapped so that the corners can be folded into the package in such a way that the string need be wound in one direction only instead of the usual two ways around, the saving should be almost a 50 per cent. reduction in the amount used. See No. 5.

6. Analyze the Job

A little more time spent in thoroughly analyzing a job before wiremen are sent out to work on it will save hours that would be lost later in sending back to the shop for supplies overlooked during a too hasty analysis of the work in hand. Forgotten materials means waste time and waste time means deferred victory if you are working on a war contract.

Every Dollar Saved Safeguards and Every Dollar

7. "50-50" on Janitor Service

Janitor service will be at a premium during the coming winter. Why not "go fifty-fifty" with your neighbor and have one man look after the furnace for both stores? If the stores are small and the heating equipment simple and easy to operate, one man should be able to do the work for the two stores.

8. Train "Green" Salespeople

Somebody has said that a "green" salesman can sell goods sometimes, but a "blue" salesman never. In replacing men clerks with women in your electrical store you will acquire a staff of "green" salespeople. If they do not understand their work and make many mistakes, they are likely to become "blue" also. One of the best ways to prevent this and to make them less "green" as well, is to put your copy of ELECTRICAL MERCHANDISING into their hands and urge them to read it.

9. Cut the Letterhead in Half

Use the half-size letterhead and cut down your stationary costs. Also the smaller page suggests brevity. This helps the correspondent to conserve his time.

10. Postal Cards, Not Stamps

Why spend 3 cents when 2 are enough? In other words, why send a letter when a postal card will do as well? Many business messages can be carried on a postal card without loss of dignity and without revealing information about your business.

11. Protection from Dust

If window shades or cloth curtains are hung in front of otherwise open shelves and lowered at night, appliances and shelving will be protected from dust. Maintenance costs and depreciation of goods should be lower as a result.

12. Wrap It in Newspaper

Clean and unwrinkled newspapers are a good substitute for the more expensive manila wrapping paper. Not all, but many of the articles sold in the electrical store can be wrapped neatly in newspaper.

13. Make Buyers Carry It

If your store maintains a delivery service, the quantity of goods delivered can be cut down by urging your customers to carry home their small purchases, requesting them to bring in appliances to be repaired rather than ask to have the wagon call, and by having demonstrators make deliveries of one or two small packages while going to see or returning from a prospect.

14. Why Waste Shelf Space?

If you need more shelf room be sure that you are using all your present shelf area before you invest in more equipment. Often a section of shelf is only partially filled up, and a new, but of course smaller, section can be made by inserting a new shelf. Adjustable shelving is usually more economical than the unadjustable kind. See No. 14.

15. Put It to Work Again

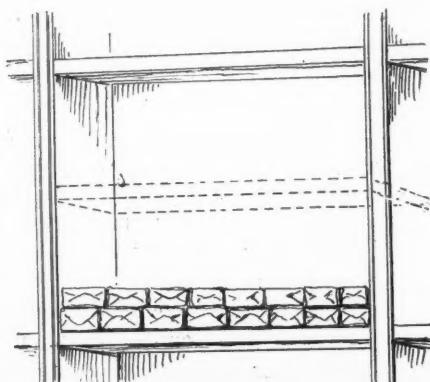
Do not throw away twine, rope, wire, paper, and cartons used on incoming shipments of goods. Much of this material can be used again, especially in your contract work where the appearance of a package is not as important as the appearance of a package sold over the appliance counter.

16. Hold a Store Meeting

Cut down your labor turnover by creating a team-work spirit among your employees. One contractor in New York holds a meeting of his employees now and then and talks on conditions in the business and current events. In this day of war wages employees are inclined to shift easily from place to place, looking for the largest possible wage. Carefully planned meetings of employees enthusiastically carried out will help to create a better spirit, keep employees on the job and reduce the number of "green hands" that must be broken into store work and contract work.

17. Part-Time Clerks

Do you need all your clerks all of the time? Perhaps not. A smaller number of full time clerks with one or two part time clerks, if necessary, may serve your business just as well as a larger number do now. Here's a chance to offset some of the increase in wages that the war conditions have caused you to pay.



No. 14

for the Electrical Dealer

*Your Country and Your Business
Wasted Weakens Both*

18. Sell Out Old Stock

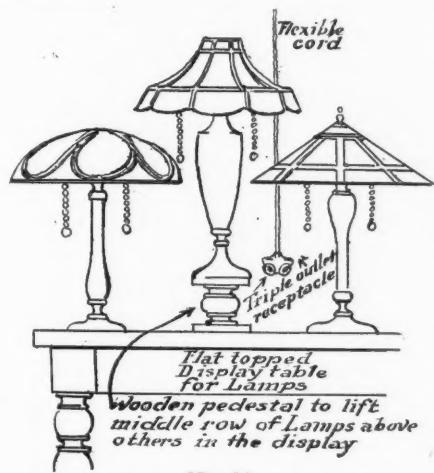
How much capital do you have invested in old stock—old appliances, old fittings, and old parts? Advertise it, sell it at a big reduction if necessary, but get your money out of it before it becomes junk and a dead loss.

19. Eliminate Slow Accounts

Put as much business as possible on a cash basis. You collect no interest on slow accounts. It costs money to carry them and to collect them. Definite saving will follow a determination to carry as few accounts as possible and to follow up collections with vigor.

20. Cut and Weigh Accurately

Be more accurate in selling by length or weight. Clerks too often are careless in this matter of accuracy. An inch or two extra or an ounce or two overweight often mean annual losses which otherwise would cover telephone, supplies, insurance or some other item in the cost of doing business for an entire year.



No. 21

21. Double Your Table Capacity

Don't buy another table for displaying portable lamps. Rather increase the capacity of your present table by putting small pedestals under the middle row of lamps. This permits them to be placed closed together because the shades overlap and thus more lamps can be carried on the table. See No. 21.

22. No Helpers for Superintendents

A Brooklyn contractor has persuaded his superintendent and foremen to do without personal helpers on contract

work. Nowadays the superintendent and foremen carry their own bags of tools and work without assistance other than that given by the regular workmen on the job. Here is a direct saving on the payroll.

23. Less Janitor Work

Keep a foot mat outside of the front door to your shop, especially during the winter. This will keep your floors cleaner and reduce the number of times you will need to have the store swept out during the week. And do not forget to clean the door mat too.

24. Wrap Before Purchase

Large stores employing a number of clerks are finding it worth while to have them wrap up irons, toasters, grills and other appliances during spare moments. A supply of wrapped articles all ready to pass across the counter helps to speed up the selling effort.

25. Sell Fewer Varieties

Definite savings are possible for the dealer who will cut down the number of varieties of any article he carries in stock. War restrictions are already reducing the number of varieties manufactured, and this fact alone will enforce a reduction in the varieties sold by the retailer. This is one of Uncle Sam's war economies. The far-sighted dealer will apply the same economy to articles which have not yet come under such restrictions.

26. Let the Machine Do It

"A man should not do the work a machine will do for him." So runs an advertisement. This suggests the many economies in bookkeeping and selling which are possible through the use of cash registers, adding machines, calculating devices, typewriters and other office and store appliances. It is true that many of these sell at a substantial price, but in the long run this is more than offset by saving effected.

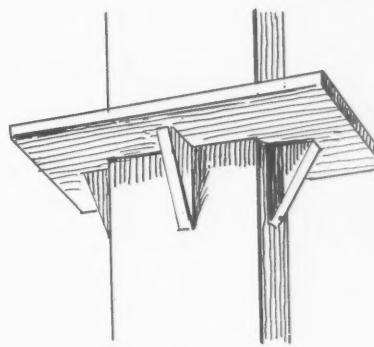
27. Rent Your Motor Truck

An eastern dealer who operates a motor truck has effected a considerable saving by restricting his own use of his truck to four days during the week and renting it out along with the driver to a local express company during the other two working days. The inconvenience suffered is small and the economy worth while.

28. Don't Buy Display Materials

Do not buy accessory materials for window display purposes. If you need furniture for a display, a furniture

dealer will usually be glad to lend you what you need, provided you put a card in your window, "The furniture in this window is for sale by Blank & Co." Dealers in other lines are also willing to profit by an opportunity to display their goods in your window.



No. 31

29. Sell Waste Paper

Despite all efforts to save paper, some will be wasted. This need not be a total loss. Don't burn it nor throw it away. Bale it and sell it. The proceeds each month are likely to exceed your postage bill for several months. Try it and see.

30. Cooperate in Deliveries

Why not cooperate with other retailers in making deliveries? War has forced business men to recognize the economies of cooperative delivery service. Many systems are being built up throughout the country. If such a system exists in your town or city its service ought to handle any delivery work that you may have at a lower cost than you can reach with your own delivery service.

31. Build Around the Posts

If you need a bit more shelf room build shelves around any posts you may have in your store. They can be made either square or circular. Be your own carpenter. The shelves will carry stock in winter and will be a good location for fans in summer. Two or more shelves can be built on the same post, one above the other. See No. 31.

32. Better Bookkeeping

Better bookkeeping is always an economy. It may cost some time and effort to put better accounting methods into operation, but the expenditure pays for itself many times over. Why not try out the standard accounting system that will be published in the next issue of ELECTRICAL MERCHANDISING? Watch for it.

33. Rent Desk Space

If you happen to have a bit of unused floor space in your store, you may be able to rent it as desk space.

With the Time Half Gone What Should You Do?

A Few Last-Minute Suggestions for the "Save-by-Wire" Campaign—
Things You Can Do Right Now

WHEN the middle of September comes all local electrical people — contractor-dealers and central station selling men—will be in one of two positions as regards their "Save - by - Wire" campaign. There will be those who have gone into the campaign with both feet and done two week's good work and will be looking for some new ideas. The rest will just be realizing that the time already is half gone. In the rush of work the calendar has slipped ahead. If they would cash in on this opportunity at all, there must be speed and things to do at once.

But by this time it is too late for detailed preparation work—the careful organizing of the local industry, the calling of meetings, the forming of committees for this work and that. By the middle of September, every

man must be in contact with his individual customers if he would get the actual orders for convenience outlets and sell to these homes the kind of appliances they need. What should the dealer do this week and next, therefore? That is the point. What should *you* do? Suppose we just check up the situation.

In the first place, probably in every town where any electrical man will be asking himself these questions, the public has heard something about this "Save-by-Wire" idea. It's not a new idea. It is an old idea that electric service saves work, time and money. This "Save-by-Wire" drive has merely tied it close into the war. And when the big blue poster appeared in the windows of electrical men, the man on the street knew pretty well what it all meant, how

it applied. No contractor-dealer, therefore, need feel that it is either too hard or too late to do a bit of profitable "Save-by-Wire" campaigning. The only thing that's necessary is to start—and work. So ask yourself what you *have* done—and what comes next?

1. You want your customers, most of all, to install more convenience outlets. Have you gone to the homes of your good customers and showed them one by one just what it means in that particular house—and what it offers? Yet you can do this easily. Drop around. Say—"I want to tell you something that will interest you. Can't I talk to you a minute?" And they'll say—"Yes." Then sit right down and briefly, simply talk about the "Save-by-Wire-Convenience-Outlet" idea. Show in that room where you are sitting just what it would mean. Step to the hall and show them there. Ask if you can go into the dining room and kitchen.

When you come away, make her promise to discuss the matter with her husband. Leave her a conspicuous piece of Society for Electrical Development advertising matter—a folder. Stand it up on the mantelpiece yourself and say—"That will remind you this evening to talk it over with him." Leave her also enough information to enable her to explain the idea thoroughly. Then in the morning call her up by phone and say—"Did you talk it over last night? What happened?" And then get in touch with hubby himself by phone or personal call, at least by letter. Follow through and make the sale. Make it a wiring job and an order for a cleaner, washer or some other utility appliance.

2. To those homes which you believe will hardly justify a personal call—for the number you can call upon is limited and should be carefully selected for their good prospects

Save—by Buying Liberty Bonds and Tungsten Lamps



Here is a window display arranged by the Consumers Power Company, Muskegon, Mich., to drive home a patriotic message of thrift on the part of the public by buying Liberty Bonds and War Savings Stamps.

"The fall of the year," explains H. H. Koelbel, the company's superintendent of sales, "is the time when people begin to think of lighting their homes. They are returning from their summer homes, vacations, etc. A lamp display at this time of the year will suggest to many passersby that they need a supply of lamps for their homes or offices.

"The small card—Buy lamps by the carton—\$1.50—encourages the idea of buying a package, which means more thrifty purchasing. And it is a convenient package to carry, which means something to-day when everybody is carrying his or her own parcels."

"Save—Fuel, Food, Time, Money—by Wire"



The window display shown is one prepared by the Edison Lamp Works, Harrison, N. J., in keeping with the purpose of the company to give its complete support to the Fuel Administration in the effort to save coal. While emphasis is laid on the saving in current effected by the use of Mazda lamps to replace carbon lamps, the fact is also brought out that by using electrical cooking and heating appliances, instead of producing the necessary heat through burning coal, more fuel may be saved. In this particular display use has been made of the "Save By Wire" posters and street car cards furnished by the Society for Electrical Development. The large Mazda cutout is supplied by the Edison Lamp Works and the lamps and cartons and appliances can be taken direct from the dealer's own stock.

—to these other homes by all means write a letter. Write a straightforward, manly letter. Simply tell them you want to come and show them in their own rooms what the "Save-by-Wire" idea is—what it means in terms of comfort and economy for them. A certain number will reply and those you can call on.

3. Also, for the valuable influence it will bring not only for the two short weeks but afterward, do all the advertising that you can. Talk to the people of your town in the newspapers and, if you can, by mail with folders to a limited list. Do it at once and you will give the final impulse that will bring a lot of orders. It will start a lot of people thinking, whom you'll hear from later.

4. Then there's another thing that you can do. Call in your employees and tell them that for these two weeks you offer a commission on all sales that they can make by evening work. Set them all at it. They will canvass all their personal friends and neighbors.

5. Bring up this matter of outlets and the benefit and purpose of them with each customer who comes into your store.

6. Send a postcard to all your customers and prospects, telling them that you and every other electrical dealer are trying to help the government save raw materials and to supply the homes that need more "Save-by-Wire" equipment as far as possible without using up steel and copper. Tell them that if they have any

kind of an electrical appliance which they are not using and do not need, to let you know so you can sell it to some other home. This will do two things—find appliances to sell without burden on production and put you in touch with many homes where something is wrong. Why don't they use this appliance? Does it need repairing? Should they have more convenience outlets to facilitate its use? Is that the trouble? In either case you can take care of them.

7. During two weeks you can easily put just a little more life and color into your windows making the "Save-by-Wire-and-Help the-War" thought stick out strong. The Society has lots of good stuff to help you.

8. You can arrange a special display in your store by grouping all the "Save-by-Wire" appliances together, all explained by cards and fixed with cords that run to different kinds of outlets. A word in your newspaper ad about it and a big sign on the window glass will feature it and bring the people in to see.

These eight things you can do as well right now as you could have done two weeks ago. The time to follow is shorter, that's all. There is no man who will deny that he can do each one of them or all of them if he just tries, and surely it will bring results in profit and good service to the purpose of the campaign. It is a chance to make your customers appreciate the value of convenience outlets. It is your best chance now while everyone is working, talking, advertising altogether. It is a chance to sell appliances for use in these new outlets, to repair the out-of-order devices that are laid away, and bring back into service all those others that have simply been abandoned.

But in it all remember this: The government has appealed to every manufacturer and every man who sells to help in the great work of saving steel and copper for the war. Your aid is needed just as any other man's. Do all you can to avoid demand for luxury appliances. Promote the sale of those devices which "Save-by-Wire" and are therefore economically valuable. Here's the big, broad purpose of the "Save-by-Wire" campaign and it calls on you to lend a hand. So don't hold back because two weeks are gone. Jump in and do your most.

Is Your "Overhead" 23 per Cent?

From the best figures we have been able to get from all parts of these U. S. A. electrical contractors and contractor-dealers' "overhead" runs from 20 per cent to 25 per cent. Maybe yours is different. Add up your bills and find out. And be sure all the items are in. But figuring 23 per cent as a fair figure, and 10 per cent as a proper profit, how much will you have to add to labor and material to cover overhead and profit in your selling price? We say 50 per cent. You don't believe it? Try figuring it out for yourself.

Jobbers' and Retailers' Compensation

A Plan to Increase Efficiency and Economy of Distribution and Conserve Selling Effort Within the Trade. The Wholesaler as the Manufacturer's Own Special Representative. Basing Price Schedules on Annual Quantity of Purchases

By GEORGE LORING

President R. I. Electric Company, St. Louis

THE day has passed when the manufacturer should feel he is selling goods to a jobber or a retailer, that a jobber should feel he is buying goods from a manufacturer and selling to a retailer, and that a retailer should feel he is purchasing from a jobber.

If electrical material is to be manufactured, sold and distributed along most efficient lines, all of the interests in the electrical business must realize and agree that the manufacturer is selling his output to no one but the public. And if he has connections with jobbers or retailers, his material is not being sold *to* but *through* these jobbers and retailers. For the interests of a retailer who is handling the lines of a given jobber are absolutely the same as those of the jobber himself. The two parties are not *buying from* or *selling to* one another, but are working together for their mutual profit. And the interests of the jobber and his manufacturers are also mutual.

An established sales and distributing policy should be maintained without any deviation, between manufacturers, jobbers, retailers and consumers, in so far at least as all material and appliances used inside of a building are concerned (with the possible exception of apparatus, meters, panelboards and large transformers. The exceptions just noted are not to be considered at this time).

DISTRIBUTERS' AND RETAILERS' PART OF MANUFACTURERS' SELLING ORGANIZATION

The jobber and the retailer—the latter class embracing contractor-dealers, central stations and all other concerns retailing electrical supplies—should actually be considered as a part of the sales and distributing branch of some manufacturer's organization.

The jobber should occupy the position of "branch manager" for the manufacturers whose lines he handles, and retailers would occupy the position of "salesmen" under various jobbers fulfilling the positions of branch managers.

In other words, jobbers should endeavor to handle only one line of material manufactured to fulfill a given purpose. By so doing, jobbers would do everything within their power to increase the sales of the product of a given manufacturer to the exclusion of all else in that line.

Retailers would decide on the lines of material which they would handle and upon the jobber through whom they would secure this material.

FREE MANUFACTURER FROM SELLING BURDEN

In this way the manufacturer would be placed in the most satisfactory position to fulfill his particular function, which is to produce finished electrical material of absolutely satisfactory quality in the most efficient manner. He would be relieved of the necessity of going into the field to create a market, his entire time would be concentrated upon that for which he believes he is best fitted, *i.e.*, manufacturing, and he would not be carrying water on two shoulders and endeavoring to judge his overhead while entering both his selling and manufacturing expenses in one set of books.

The jobber, acting as branch manager for several large manufacturing institutions, should be in a position to sell, as distributor, the product of those manufacturers at a lower cost than the manufacturer would have if he attempted to sell other than through the jobber, and the jobber's compensation should be derived through this increase in efficiency.

Retailers deciding to handle the lines of goods carried by a given jobber would enable the jobber to predetermine most closely his total annual volume of business and his cost of conducting it; would decrease the number of accounts on the jobber's books; would increase the jobber's annual volume of business; would increase the average size of orders received by the jobber; would decrease the jobber's selling expenses.

ECONOMIES MAKE POSSIBLE INCREASED COMPENSATION

The more the retailer assists the jobber in doing business efficiently, the greater will be the retailer's compensation.

The less a manufacturer spends in selling goods to jobbers or contractors, the more time and money he has to devote to still further perfecting his product and to increasing business for the jobber or retailer. The less money the jobber has to spend in selling goods to a retailer, the more money he has to spend in improving his service for the retailer, and in putting into practice and carrying out policies which will be for the betterment of the retailers' business.

Too much time and money are now spent by the various branches of the electrical business in selling material to one another and too little time and money are spent by those in the electrical business in selling, by means of proper co-operative methods, electrical material, appliances, etc., to the public.

If the proper co-operation exists between retailers and jobbers and between jobbers and manufacturers, a jobber, instead of purchasing material which fulfills a given purpose from four or five different manufacturers, will confine his purchases to only one manufacturer, and retailers

will have connections with only one, two or three jobbers.

This will mean a material decrease in the number of accounts on the books of any given manufacturer or jobber. It will also mean a tremendous increase in the average volume of business which the manufacturer or jobber receives from each account remaining on his books. All of this will mean a great reduction in the cost of doing business as the greater the annual volume of business given by one concern to another, the less is the cost of doing business for both parties, when total volume of business on the part of the recipient does not decrease.

And the total volume of business for the retailer, jobber and manufacturer should increase, due to more time and money being available for co-operative business-getting activities.

It does not seem possible that there is a concern which would prefer to handle 2000 accounts in order to secure \$1,000,000 worth of business a year, if the same volume of business could be obtained through 200 accounts, unless there were a difference of several per cent in the prices secured for the material.

BASE COMPENSATION ON ANNUAL VOLUME

Therefore annual volume of business should be taken into consideration when establishing basis of compensation.

The standard-package quantity method of basing resale prices should be eliminated, as this signifies nothing in dollars and cents. This subject has been discussed so extensively that everyone has wearied of it, yet no action has ever been taken to absolutely do away with it and to adopt something more reasonable. It has rightly been stated that a method is wrong which causes a jobber to handle one standard package of material on approximately a 15 per cent margin, with a gross profit of approximately \$1.20, and which, in another instance, advocates the sale of a standard package of material for approximately \$115 on approximately a 15 per cent margin, with approximately a \$16.50 gross profit.

Therefore prices should be based upon annual purchases and standard quantity shipment. A standard quan-

tity of material should consist of unbroken cartons, not greater and in many instances smaller in size than those of to-day, and should amount to no less than \$125 net when sold by the manufacturer to a jobber. The standard quantity amount would necessarily have to vary, and although it would never be less than \$125 net, to a jobber, it might in some instances be \$150 or at points between the two figures just mentioned.

the party placing the orders might be engaged, but also according to the quantity of business, in dollars and cents, which the order-giver placed annually with the party receiving the order.

Concerns now classed as jobbers should be designated as "distributors" if they endeavor to handle the product of only one manufacturer, when purchasing material to fulfill a given purpose.

The manufacturer should quote his



If electrical material is to be manufactured, sold and distributed along most efficient lines, declares Mr. Loring, all of the interests in the electrical business must realize and agree that the manufacturer is selling his product to no one but the public. And if he has connections with jobbers or retailers, his material is not being sold to but through these jobbers and retailers.

The various classifications to be used in basing resale prices or compensation by the manufacturer, distributor, jobber or the retailer, to anyone to or through whom any of these various interests might sell goods, would be "not assorted standard quantity," "assorted standard quantity," "one-half standard quantity," "one-fifth standard quantity," "one-tenth standard quantity," and "less than one-tenth standard quantity."

The discounts or compensation for these various classes would vary not only according to the quantity of each different order, in dollars and cents, and not only according to the character of the business in which

distributor a lower price than he would quote anyone else, and the manufacturer's selling price should be governed by the quantity of the order, in dollars and cents, which he receives from a distributor. If the distributor's order amounts to less than \$15 in dollars and cents, the distributor should pay the less than one-tenth standard quantity price for each and every article on the order; if the order amounts to \$15 but less than \$30, the distributor should pay the one-tenth standard quantity price for each and every article on the order; if it amounts to \$30 but less than \$75, the distributor should pay the one-fifth standard quantity price for each and every article on

the order; if the order amounts to \$75 but less than \$150, the distributor should pay the one-half standard quantity price for each and every article on the order; if the order amounts to \$150, the distributor should pay the standard quantity price for each and every article on the order, excepting when a given order is shipped in one package which would comprise a standard quantity on one given article, in which instance the distributor would pay 2 per cent less than the standard quantity price.

The same method would be followed by the distributor when billing to the retailer or to the consumer, it being understood that the consumer's discounts in most instances would have to be less than the compensation allowed by the distributor to the retailer, because of the fact that the retailer should assist the distributor in reducing his cost of doing business and in selling material, and if such is the case the retailer is entitled to compensation.

Manufacturers should quote their distributors a 5 per cent better discount for a given quantity than they would quote distributors for other manufacturers.

Quotations made by a manufacturer to a jobber who is not a distributor for that manufacturer should be designated as jobbers' discounts and will be given later.

With certain limited exceptions, manufacturers should quote retailers and consumers the same discounts on an order of a given amount in dollars and cents as distributors would quote on a similar sized order in dollars and cents. This, of course, would mean that the distributor would often be in a position to sell the product of a given manufacturer at a lower price than the manufacturer could make, as the amount of a given manufacturer's product on the order which the distributor might receive would possibly total only \$20, but as the entire order received by the distributor might amount to \$30 or more, the distributor would be in a position to quote the one-fifth standard quantity price on everything on the order, whereas the manufacturer would have to quote the one-tenth standard quantity price in so far as that one particular make of material was concerned. This however, is as it should be, because of the

fact that the manufacturer cannot sell a \$20 bill of goods with as low a cost of doing business on a percentage basis as the distributor would have in selling a \$30 bill of goods.

LIST PRICES

List prices would be the prices paid by a consumer purchasing the smallest possible amount of goods.

DISTRIBUTORS' DISCOUNTS

The distributor's discounts, with a few exceptions, would be approximately as follows:

	Per Cent
Less than one-tenth standard quantity	36
One-tenth standard quantity	36 and 10
One-fifth standard quantity	36, 10 and 2½
One-half standard quantity	36, 10 and 5
Standard quantity, assorted	36, 10 and 10
Standard quantity, not assorted	36, 10, 10 and 2½

A distributor, when purchasing at jobber's discounts, should decrease by 5 per cent the discount which he will extend. Extra 5 per cent discount should be added to above on factory shipments, when they are in standard quantities and shipped from one factory.

	Per Cent
\$500 net order for wire, takes 5 per cent better discount than given above.	\$500 net order for wire, takes 7½ per cent better discount than given above.
\$1,000 net order for wire, takes 10 per cent better discount than given above.	\$1,000 net order for wire, takes 10 per cent better discount than given above.
\$2,000 net order for wire or conduit in carload lot, takes 10 per cent better discount than given above.	\$2,000 net order for wire or conduit in carload lot, takes 10 per cent better discount than given above.
\$10,000 net order for wire or conduit in carload lot, takes 10 and 2½ per cent better discount than given above.	\$10,000 net order for wire or conduit in carload lot, takes 10 and 2½ per cent better discount than given above.

\$1,200 RETAILERS' DISCOUNTS

A retailer should receive the following discounts from any concern from whom he is purchasing \$1,200 worth of materials a year, excepting wire and lamps, but from whom he is not purchasing \$2,500 worth of material annually, excepting wire and lamps:

	Per Cent
Less than one-tenth standard quantity	33
One-tenth standard quantity	33 and 10
One-fifth standard quantity	33, 10 and 2½
One-half standard quantity	33, 10 and 5
Standard quantity assorted	33, 10 and 10
Standard quantity not assorted	33, 10, 10 and 2½

A distributor, when purchasing at jobber's discounts, should decrease by 5 per cent, the discount which he will extend. Extra 5 per cent discount should be added to above on factory shipments, when they are in standard quantities and shipped from one factory.

	Per Cent
\$500 net order for wire, takes 5 per cent better discount than given above.	\$500 net order for wire, takes 7½ per cent better discount than given above.
\$1,000 net order for wire, takes 10 per cent better discount than given above.	\$1,000 net order for wire, takes 10 per cent better discount than given above.
\$2,000 net order for wire or conduit in carload lot, takes 10 per cent better discount than mentioned above.	\$2,000 net order for wire or conduit in carload lot, takes 10 per cent better discount than mentioned above.
\$10,000 net order for wire or conduit in carload lot, takes 10 and 2½ per cent better discount than given above.	\$10,000 net order for wire or conduit in carload lot, takes 10 and 2½ per cent better discount than given above.

\$600 RETAILERS' DISCOUNTS

A retailer should receive the following discounts from any concern from whom he is purchasing \$600 worth of material a year, excepting wire and lamps, but from whom he is not purchasing \$1,200 worth of material, with the exception of wire and lamps:

	Per Cent
Less than one-tenth standard quantity	30
One-tenth standard quantity	30 and 10
One-fifth standard quantity	30, 10 and 2½
One-half standard quantity	30, 10 and 5
Standard quantity, assorted	30, 10 and 10
Standard quantity, not assorted	30, 10, 10 and 2½

A distributor, when purchasing at jobber's discounts, should decrease by 5 per cent the discount which he will extend.

\$2,500 RETAILERS' DISCOUNT

The retailer purchasing \$2,500 worth of material from a given con-

Extra 5 per cent discount should be added to above on factory shipments, when they are in standard quantities and shipped from one factory.

\$500 net order for wire, takes 5 per cent better discount than given above.
\$1,000 net order for wire, takes 7½ per cent better discount¹ than given above.

LESS THAN \$600 RETAILERS' AND CONSUMERS' DISCOUNTS

Retailers should pay consumers' prices when ordering from any concern from whom they do not purchase at least \$600 worth of material a year, not including wire and lamps:

	Per Cent
Less than one-tenth standard quantity	Net
One-tenth standard quantity	10
One-fifth standard quantity	10, 10 and 2½
One-half standard quantity	10, 10 and 5
Standard quantity, assorted	10, 10 and 10
Standard quantity, not assorted	10, 10, 10 and 2

These percentages should be decreased 5 per cent by the distributor if he purchases at jobber's discounts, or by the retailer if the distributor with whom he does business purchases at jobber's discounts.

Extra 5 per cent discount should be added to above on factory shipments, when they are in standard quantities and shipped from one factory.

\$500 net order for wire, takes 5 per cent better discount than given above.

Discounts to consumers should apply to all concerns not engaged in the electrical business, with the exception of concerns having their own electrical department and doing their own electrical work, and whose yearly purchases of electrical material will amount to at least \$600 exclusive of wire and lamps, with any one given contractor-dealer, jobber distributor or manufacturer.

Above consumers' discounts to apply excepting when prices are quoted by any retailer, distributor or manufacturer from whom the consumer is purchasing more than \$600 worth of material, appliances, etc., exclusive of wire and lamps, during the year.

Without going any further into the matter at this time in suggesting discounts to various classes of buyers, I will say that the retailer of satisfactory financial standing should receive compensation on any material considered herein, which he might sell to any consumer purchasing from \$600 worth of material to \$5,000 worth of material per year.

The present method of establishing resale prices according to the standard package quantity not only causes everyone engaged in selling electrical material to have a very fluctuating net profit on his various sales transactions, the net profits in some instances being absolutely eliminated and turned into losses, but this practice also causes many retailers

to overstock, which results in the creation of an unnecessary number of slow-pay customers, and also offers no inducement for purchasers to build up their orders to the highest possible point without overstocking.

At the present time, a retailer or consumer will receive the same price if he purchases only twenty switch boxes, in so far as switch boxes are concerned, as would be the case if he purchased twenty switch boxes, twenty switch plates, 20 flush switches, 500 ft. loom, fifty sockets, 1000 knobs, 2000 tubes.

If prices are extended to purchasers based virtually upon the total amount of the order in dollars and cents rather than the total of the quantity of each particular item on the order, orders will run far greater in dollars and cents than they do to-day.

The saving resulting from such action is very apparent, when one realizes that a jobber's cost of handling a \$15 order averages approximately 16 per cent, whereas the cost of handling a \$100 order, in broken package quantities, averages 6½ per cent.

Hence the necessity for size of order, in dollars and cents, influencing price.

Salesman's salary and expenses will average 35 per cent on a \$100-per-year customer; 7 per cent on a \$600-per-year customer; 5 per cent on a \$1,200-per-year customer; 3 per cent on a \$2,500-per-year customer, and 1½ per cent on a \$5,000-per-year customer.

Also as previously mentioned, the larger the yearly individual account the less the handling expense.

Hence the necessity of volume of business per year influencing price.

Government Asks That Christmas Shopping Begin in October—Urges Useful Gifts

The Council of National Defense has heretofore emphasized the necessity of restricting Christmas buying during the coming fall. Its reasons are, in brief, the necessity for saving labor and material in the manufacture and sale of Christmas gifts, and for saving the transportation and delivery facilities necessarily involved in the large volume of Christmas purchases.

After conference with representatives of leading industries and retail interests concerned, it is found that the manufacture of goods for the coming holiday season has been substantially completed, that the transportation of the goods to the point of sale is also largely done and that much of the material used for Christmas purchases, especially in the manufacture of toys, is the waste material derived from prior processes of manufacture.

The retail interests represented at the conference have agreed not to increase their working force by reason of the holiday business over the average force employed by them throughout the year, and not to increase the normal working hours of their force during the Christmas season. They also agreed to use their

utmost efforts to confine Christmas giving, except for young children, to useful articles and to spread the period for holiday purchases over the months of October, November and December.

The retail interests referred to have further agreed to make announcement to the above effect in their advertisements commencing in September. The above suggestions if faithfully and loyally put into effect throughout the country will make possible a continuance of the holiday custom without endangering the national interests thereby.

The Council of National Defense will co-operate in carrying out the suggested measures. It looks to organized business bodies of every nature and throughout the country actively to join in the movement as providing means whereby that co-operation between the government and the people can be had which alone will permit continuances of holiday business by such methods as are consistent with the national welfare.

The merchants appearing before the Council were brought together by the Chamber of Commerce of the United States, acting through its general secretary, Elliot Goodwin.

"Lighten the Labor of the Home"

Handling Business "by Wire"

Some Telephone Suggestions Offered to the Electrical Merchant in These Busy Days of Limited Sales Forces

By P. D. JENNINGS

I WOULDN'T have anything to do with that firm," advised a business man one day. "They don't know how to treat their customers."

Investigation showed that he had dealt with the firm in question but once and then over the telephone. The business standard of the whole firm had been gaged by the injudicious remarks of a junior clerk and had suffered accordingly. Which only proves once more that a chain is no stronger than its weakest link and that the high reputation of a firm, coupled with a sound sales or-

street. It pleases them just as much to recognize their voice on the phone and call them by name. Watch inflections and try to associate the voice with the person as soon as you hear it.

Don't get excited. If you don't understand at first let the customer talk until you are sure his story is lost entirely, before you interrupt. Often a few words before he is through will give you a clue to all he has said.

It is also confusing to start your part of the conversation before the customer is through. If he has a grievance it makes him feel better to tell all of it before you start to explain. It also gives you a chance to think while he is talking.

WHEN TO ASK QUESTIONS

Many times a natural solution of the trouble is arrived at and difficulties avoided by asking a few questions. It usually presents new angles, and whether unfamiliar business or grievances are in question, the customer is set to thinking along new lines which makes him receptive to your next remarks.

What have grievances to do with salesmanship? Merely that you are trying to keep a customer who is in imminent danger of deserting, and your task is often harder than that of the salesman who first made him a customer. You are a lawyer pleading a case for your company, and the fact that many grievances are taken up by telephone places the inside clerk in a more important position than he often realizes. So whether he is actually selling goods by telephone or dealing with goods already sold it is salesmanship just the same.

You are a lawyer pleading a case for your company, and the fact that many grievances are taken up by telephone places the inside clerk in a more important position than he himself often realizes.

ganization, is often powerless to hold a customer under such circumstances.

Narrowmindedness on the part of the customer you say? Perhaps so, but a very real factor in business just the same. Whether a customer is talking with the boss or the office boy he is dealing with the firm and judges the firm by the treatment he receives. And in these days when the telephone plays such an important part in business life it is well worth while for the clerk or the salesman inside to make this a particular study.

It pleases people to recognize them quickly when you meet them on the

In an electrical department women often telephone for information regarding washing machines, electric irons and other appliances. Invariably they hesitate or refuse to



Don't get excited. If the customer has a grievance it makes him feel better to tell all of it before you start to explain. It also gives you a chance to think while he is talking.

give their names, preferring to shop around themselves rather than be bothered by a call from a salesman. Yet they will readily give you their name so that you may send them descriptive literature or inform the



Women often telephone for information regarding washing machines, irons and other appliances. Invariably they refuse to give their names, preferring to shop round, rather than be bothered by calls from salesmen. Yet they will readily give you their names if you suggest sending them descriptive literature.

salesman in charge of the appliance they want that Mrs. B—— will call at the store for a demonstration.

Do not appear too anxious to sell, but give enough information to

arouse their interest. Too much enthusiasm will repel a customer rather than attract. They are doing the hunting and it is alarming to discover that they are being hunted.

PUTTING IN THE PERSONAL TOUCH

Tell customers your name. They immediately feel that they are better acquainted with the company and

will feel a little pride in being able to ask for you by name when they telephone. Then, too, if they are satisfied with the treatment you accord them they will take up all future transactions with you.

In telephone conversations there is one great advantage. You do not need to worry over your personal appearance, and can talk with free-

dom, knowing that they are not appraising your looks.

All the personality you can command is in your voice and "the voice with the smile wins."

Telephone salesmanship is a science in itself and the clerk who aspires to be a salesman will do well to become as proficient as possible along this line.

How a State Association Secretary Uses the Electrical Press to

Save Time and Expense for Contractor-Dealers

By G. A. ENGELKIN

Secretary Illinois State Association of Electrical Contractors and Dealers, Chicago

THE problem of increasing the power of the association for service is one of the most important ones the association secretary has to deal with. When members can see a tangible return on their investment in dues, coming back in the form of service, a most satisfactory condition is thereby established. No person enjoys the sensation of writing checks for dues if he gets no return therefor, and the success of every trade association depends on developing its facilities for rendering a service that can be translated into dollars and cents on the credit side of the member's ledger.

Association service can assume numerous forms, but one of the most important service functions, in my estimation, is that of supplying members with vital information and statistics. I shall, therefore endeavor to outline a plan for assembling such data and making it accessible, so that, no matter what a member's requirements may be in this direction, they can be easily met. This might seem a task of herculean proportions, but, in reality, it is exceedingly simple. We have but to take advantage of some very fortunate circumstances and to build upon the work which has already been done by others.

My plan proposes to make use of the vast amount of information which has been amassed by the various electrical trade journals. I believe you will agree with me that

if we could take all the information pertaining to the electrical contracting and merchandising business which has been published in these journals during the last five years alone, it would constitute a library on the subject which would be almost priceless. This is exactly what I propose to do, and I would accomplish this result by the simple expedient of indexing. I would secure complete files of the leading electrical trade journals. I would then take each copy, ascertain the subjects treated by each important article therein and cross-index each article under appropriate subject headings. When through, I would have a set of index cards which would cover almost every phase of the electrical contracting and merchandising business and would embrace all the information on the subject contained in the trade journals.

To illustrate more clearly, I will mention some specific cases encountered in my labors. When I first conceived the idea of making an index of this kind, I secured a complete file of ELECTRICAL MERCHANDISING for the year 1917. In the June issue, for example, I found an article entitled, "Utilizing Every Last Inch of Contractor-Dealer's Shop Space"—which treated the subject of store development and embraced the subject of retail selling in a general way. I therefore made two entries on my index—one under the subject heading: "Store Development," and one under "Retail

Selling," in each case writing down the title of the article, the name of its author and the name and issue of the journal in which it appeared. Both of these subject headings have been adopted as standard, and every article which touches on either of these subjects is noted on the index under the respective subject-heading.

Other subject headings which I have adopted as standard are as follows:

Goodwin Plan
Selling Plans (with subheading showing the phase of the subject treated)
Lighting
Efficiency
Cost Finding
Credits and Collections
Housewiring
Etc., etc.

Now, let us suppose that one of our members in Illinois decided to move to a new location and engage in the electrical merchandising business; and suppose he wrote to me asking for some suggestions as to store arrangement. It would be a simple matter for me to refer to my index and refer him to every article in every trade journal which had something to say on the subject. I could even furnish him with copies of the articles without very much trouble. I would thereby be rendering him a very valuable service at practically no expense to the association, and he would become a contented, if not an enthusiastic, member. The same service could be rendered members desiring information on any other phase of the business.

Will Your Son Be a Better Business Man Than You?

He May, Because His New Arithmetic Has Discovered the Element in Business That Your Teacher Forgot When You Were a Boy and Which You May Be Forgetting Now

BY STANLEY A. DENNIS

YES, SIR! Just think of it! Your tangle-haired youngster playing with his blocks on the floor may know more about business arithmetic at fourteen than you did at twenty-five. As a business man, the chip of the old block has a good chance to outclass the old block himself. Why? Because the folks who write arithmetics are waking up at last. They have discovered that for years they forgot a most important subject. And that is—overhead, or the cost of doing business.

Remember how in your barefoot days you longed to streak it for the old swimming hole, but were forced to stick to your desk and "figger out" this sort of stuff?

If Mr. Martin Culbertson, a retail merchant of Hopkins Corners, buys a barrel of salt at \$5 and sells it at \$7.50, what was his profit? What was his rate of profit?

If Mr. Silas Whipple buys \$10,000 worth of merchandise a year and sells it at 9 per cent. more than he paid for it, what was his profit?

Looks familiar, doesn't it? But where do you see anything about overhead in that kind of a problem? And what other definition could a barelegged lad like you infer than that profit is what is left of the selling price after the purchase price of the article is deducted? Yet that is exactly the definition of profit on which many of your school-day playmates are trying to do business today, because overhead was the forgotten element in business when you were a slim shaver busy with sponge and slate pencil.

It's a safe bet that the arithmetic you plugged through never mentioned the cost of doing business, and that you started out with only three words in your bookkeeping vocabulary: purchase price, selling price, profit.

Then one day you looked helplessly into an empty cash drawer and a new word dropped sizzling into your brain—expense! And as the years have gone by one expense after another has jolted you in turn until at last you've developed a somewhat disgruntled acquaintanceship with a lean and hungry fellow you call "Overhead," to whom you never tip your hat nor offer a cigar.

Well, your boy is luckier than you. He doesn't have to go through that process. Overhead is no longer forgotten, and in his battered "arithmetical" overhead now has as large a place as the yardstick and the bushel basket. This means that what you have learned under hard knocks about charging in the cost of rent, light, heat, insurance, advertising, freight, and delivery and other items since you went into business for yourself, your boy will learn under gentle instruction from the pages of a down-to-the-minute business arithmetic. So when he opens his own electric shop for the first time some day in the sweet by and bye, he will start his business career set four-square against all the financial hurricanes that may blow against him.

To W. Creighton Peet, chairman of the National Association of Electrical Contractors and Dealers, seems to belong the credit for first discovering an arithmetic which takes care of overhead. Mr. Peet first called the attention of contractor-dealers to this arithmetic in a speech at the recent national convention in Cleveland.

Here is the book: It is "Everyday Arithmetic," published by Houghton Mifflin Company. It is in three sections. Overhead is covered in "Book Three," intended for the seventh and eighth grades.

Here's what this new arithmetic (page 60) has to say about overhead, or expenses, as the book calls it:

A business man has many expenses to meet. A retail merchant, for example, must buy goods to sell; he must pay wages to his clerks and other employees, and he must meet expenses for rent, heat, light, insurance, advertising, freight, and the delivery of goods to his customer. Furthermore, he must see that the money invested in his business yields a fair amount of interest. To make his business profitable, therefore, a merchant must charge enough for his goods, not only to cover their cost, and to pay for the running expenses of his business, but also to leave a balance after all expenses have been paid.

How's that? Good, sound, business horse-sense, now isn't it? And read this problem:

After running a candy store for several months, a young woman found that it took 16 $\frac{2}{3}$ % of the amount she received for the candy to pay the clerk hire and other running expenses of the store. At that rate, what did she reckon as the cost of selling a box of candy for which she received 30 cents? For which she received 60 cents?

And this one:

The young woman wanted to find out what kind of candy brought her the highest per cent of profit. On one grade of chocolate, which she bought for 30 cents a pound she found that she was making a net profit of 10 cents a pound. This was what per cent of the cost?

And this one too:

A dry goods merchant buys a suit for \$15, and sells it for \$25. After taking out the cost of the suit and 20 per cent of the selling price to pay the running expenses of the store, the dealer makes a profit of how many dollars?

And another:

A merchant's sales for a year came to \$42,486; his running expense to \$10,206. The cost of his goods at wholesale was \$27,052. His net profit was what per cent of his sales? Of the cost of his goods at wholesale?

(Continued on page 128.)

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 20—September, 1918—Number 3

PUBLISHED BY McGRAW-HILL COMPANY, INC., NEW YORK

All Eyes on Electrical Christmas Gifts

THE war has had big influences on the Christmas market for electrical appliances. Each year we have realized more and more that extravagance was inexcusable, that Christmas gifts should serve a useful purpose. Each year more people have discovered in these electric household devices the ideal expression of this point of view, and the electric store has been a fast-growing factor in the Christmas market.

This season we find this spirit much intensified by our now engrossing participation in the war. We realize that no money should be spent for luxuries of any sort. And this will bear expression in a greater call for household devices than we have ever seen before, but a demand particularly for that group of appliances that "Save-by-Wire." Let every electrical merchant carry out the government's recommendations reprinted on page 117 of this issue of ELECTRICAL MERCHANDISING.



Business That It Is Your Patriotic Duty to Go After Now!

Factories and shops are today running to capacity. Many of them need wiring extensions, additional motors, etc., but the owners and managers are too busy with production to give the electrical end the study they should. Many factory electricians have gone.

ELECTRICAL MERCHANDISING believes that if responsible electrical contractors will go to factory owners (especially those who are busy on war work) and offer their services to superintend and install new—as well as to maintain old—units, and *push* this line of solicitation *hard*, they can get a lot of profitable business.

Of course some contractors are doing this now, but there is a patriotic reason why they should solicit this kind of business and recommend extensions and motors, etc. Contractors can make the approach from a patriotic standpoint, investigate electrical installations to see if they are efficient and in this way get considerable immediate business and build a foundation for future maintenance work.

To get after such business is the contractor's patriotic duty. His help is needed. And above all, he must not

let business modesty or preoccupation stand in the way of going out after these jobs—jobs that will speed up the winning of the war. He must insist on getting a hearing with the factory management and getting a chance to render industry and the nation the special service which is needed and which he alone can give!

Moving Day and Appliance Repairs

OCTOBER FIRST is the day many American families celebrate as the great annual Feast of the Moving Van. October first is the date for whole households to be torn up by the roots, transplanted to new desmesnes, and there set down in confusion to adapt the paraphernalia of the old home to the conditions of the new.

October first is the date, therefore, that should be marked with a red pencil on the electrical contractor's calendar pad; for each family that moves into his vicinity is a "prospect" for a lot of profitable small repair jobs. Appliances needing slight repairs and laid away on some dusty shelf are gotten out into the light of day and memory for the first time in months, perhaps, and only await the timely call of the contractor's man to have them restored to their original usefulness. Then there are attachment plugs to be changed, cords to be lengthened or shortened, convenience outlets to be run, sockets to be relamped with fuel-saving tungsten, and dozens of other minor jobs and sales that will help the contractor-dealer meet his "overhead" in these days when he has to keep his business going on a restricted volume of sales of new merchandise.

Work or Fight

THE jobber's salesman who will qualify for it has a real man's-size, war-time job ahead of him these days. Mere order-taking must be a thing of the past with him, for a postage stamp will do his work in that direction as well and more cheaply than he can do it.

But right now his customers need him more than ever before, if he will see the big opportunity he has to be an instructor of retailers in patriotic effort in selling, and in better business methods. This is the time for the jobber's man to see that his contractor customers give up any bad business practices they have had in the past.

This is the time for the electrical merchant to learn the virtues of careful buying, accurate accounting methods, better store arrangement, rapid turn-over, prompt collections and cash sales. He can find no more capable or interested counsellor than the right sort of jobber's man.

The jobber's salesman who is putting this kind of thoughtful effort into his day's work is really helping distribute essential products and to hold the electrical trade intact against the days of big promise after the war. And if there is any salesman who is merely taking orders in the easy way, without lifting his share of the load in this stirring time, he may as well report to General Crowder at once, and let printed order blanks and 3-cent stamps take the place of his "calls" on his trade. He is not needed in the ranks of an industry like ours that, from manufacturer to man-on-the-road, is keyed to earnest, ceaseless "win-the-war" effort.

THE JOBBER'S SALESMAN



Ideas Other Men Have Used
to Help Them Sell



The Salesman's Pledge of Loyalty

Salesmen of a large Eastern electrical company were urged by the company to live up to the spirit and letter of the loyalty pledge given below. The salesmen responded with enthusiasm. It is a good pledge. Clip it from this page, tuck it into your "memo" book, and don't forget it.

"I solemnly agree faithfully and impartially to discharge and perform all the duties incumbent upon me as an individual and also as a representative of my company to the best of my ability, in accordance with all rules and regulations issued by the United States government, to the end that all the resources of this country may be conserved and directed into such channels as will be of the greatest usefulness in winning the war."

methods and the goods of competitive concerns. The salesman knows just what competition is doing to his business and how it is doing it. He knows whether it is merely the competition of better salesmen or the competition of a better line of goods, or whether the policy of his house is at fault. If he does not know these things, he certainly is going around with his eyes shut.

The best place to learn what competitors are doing is right out where they are doing it. The men who are buying from other houses can supply you with more information about why they are doing so than you can get elsewhere.

You need not turn private detective in order to watch the other fellow. If you will simply go about with your eyes open and brains working, you will find out every day things that will help you to see how a competitor is succeeding and the reasons for his success.

What you find out should be the subject of reports to the house. Don't keep it to yourself if you discover important things about competition. You may be able to make slight use of the knowledge, but the house can make big use of it. Put all your knowledge at the service of the men higher up who are dependent upon your aid.

If another house comes out with something your house does not expect, something new and catchy, buy a sample and send it in with comments upon the way the dealers are taking to the goods. Find out from the trade how the new line is going. If you are up against a better article or proposition, the sooner you admit it to yourself the better.

The sooner your house realizes it the sooner it will give you something better to match that new competition. You can't win out fighting a commercial enemy blindfolded. Open your own eyes for your own sake. Open them for the sake of your employers, because to a great degree, in matters affecting the business, you must be their eyes.

Watching the Other Fellow

Some salesmen are so observant of what goes on in their field that no move on the part of a competitor escapes their notice. They know that the shrewdest men who are competing with them for trade are laying plans all the time and are taking steps to get ahead of everyone else. If a salesman never gives the other fellow a thought, but pays attention only to his own sample case and order book, he is very likely to meet with some surprises. He will find customers already stocked up when he thought they would be ready to buy. He will find that his own line has been crowded to one side and displaced by another line.

It is all very well to leave it to the heads of the house to take care of competition, but the men in the field are right in close touch with the

Do You Push the Best?

Do you make an effort to sell the best goods, or do you sell what people buy easiest?

The benefit of selling the best goods you have begins right with you. You feel more pride in your work when you are selling high-grade goods. You get more satisfaction out of the sales you make. You like your work better. You can do better work when you know that every sale you make is going to prove satisfactory. You have more self-confidence.

When you have sold a man a line of first-class stuff, you don't have to make any apologies when you call on him next time. He may have some of the goods left. They may not have moved right off as he expected, but he is not going to meet you with a grouch and a demand for adjustments on a lot of articles that had come back on his hands. If the goods are first class, you can show him how he can still sell them.

Perhaps his customers have thought he wanted too much money for the lamps you told him were good sellers, and perhaps the stock has not moved at all. It will be a good deal easier for you to show him how to get them started than it would be to show him how to get rid of a lot of cheap stuff without injuring his business.

When you push the best goods you have, your sales run higher, your customers become better friends, your subsequent repeat orders are better, your house is better satisfied and *you make your money*. Perhaps that last point should have been put first, because that is the feature that will make the most powerful appeal to a good many salesmen.

Help Yourself by Helping the Dealer

Bill Jones was a contractor who had built up his business from a shoestring to a nice little wiring and supply store, because he was a hard worker and had a likeable personality. But he wasn't satisfied with the contracting end alone. He felt that there was a big opportunity for appliance business in the residence section surrounding his store. But he couldn't very well spare even the

small capital necessary to swing a moderate stock of representative articles. He felt, also, that he would have to rent the store adjoining his if he were to make any sort of display at all, and he decided that he didn't want to increase his overhead that much.

He talked it all over with the salesman of the supply house with whom he did most of his business. "I haven't the money to buy a lot of stuff outright," Jones told the supply man, "and I don't think I have established enough credit to swing a deal like that. And, besides, I don't think my little place here is well enough suited for a store where women can come in and do their shopping for electrical appliances."

The jobber's salesman was a wide-awake young man with a keen eye to opportunities. "I'll tell you something," he said to Jones, "you get a negro in here with a bucket of water and a couple cans of paint, and get him to give the store a good cleaning, paint the floor and the walls, and shine up things generally, and make a regular place out of this store. My house will give you the dating on all the stuff you need to start with. And if you haven't the price to fix up the place as it should be, I'll stake you for the amount you need."

Of course the supply man was taking a chance. But he figured that it was a fifty-fifty gamble that Jones would win out, once he got the impetus. And it turned out that his hunch was a good one, for the moment Jones got started on cleaning up his place "fit for a lady to buy in," as he expressed it, he grew more and more enthusiastic.

He found out after all that it wasn't so much spending money as it was *using his head and sticking close to the supply man*. The latter gave a number of valuable tips, picked up in the course of his experience, and his house arranged to send Jones a lot of advertising matter from the manufacturers whose lines he was going to feature, with his name and address imprinted on it. With this assistance and because the jobber's salesman had advised him intelligently in regard to his stock, Jones turned over his purchase before the dating came due. And the jobber's salesman made a strong friend and gained a loyal and more valuable customer for the house.

Being the Last Man on the Job

"I always like to be last man on a job of this kind," explained a jobber's salesman on his way to bid for a large order of line material.

"How do you figure you don't have to be the early bird to get the business?" asked a friend who carried another line not in conflict with that of the jobber's salesman.

"Well, you see, I telephoned the P. A. that is going to let this job day before yesterday and told him he would be interested in my figures. I asked him if he would hold open until to-day so I could get in a bid. I knew then that bids were supposed to be all in yesterday and also thought the P. A. would hold open if he thought I had a price. Now when I arrive all other bids will be in. I can submit my bid and if I am high

in spots I can find out where the trouble is and perhaps correct the trouble and get the order before I leave. You see, being last man I have the advantage of knowing that there is not much more for the customer to wait for and I can afford to stick around until the deal is closed."

What the Buyer Likes

The general manager of a Southwestern utility was telling the sales manager of a jobbing house what he liked about certain salesmen who called on him.

"Now I like Smith," said he, "because when he comes into my office he knows what I need. Perhaps he tells me we only have ten irons left in stock or that our overhead foreman needs crossarms. He works all of the departments before he comes into my office. That simplifies my job and makes it easy for me to give him an order for our requirements without delay."

"There are other salesmen whose methods I do not like because they come in and ask for an order without having the least knowledge of what I need."

Labor and Material Plus 50 per Cent

To cover 23 per cent overhead and have a profit of 10 per cent, your selling price must equal cost of labor and material, plus 50 per cent.

A War-Time Campaign Display Room at Pittsfield, Mass.



This is the special war-time campaign salesroom of the Pittsfield (Mass.) Electric Light Company. In keeping with the times to conserve coal, labor, and materials, H. W. Derry, contract agent for the company, devised the plan of renting this store on the main thoroughfare for two weeks, where he had on special display Eden washers, Simplex ironers, Neuco ranges and Universal electrical appliances, in fact, a complete household electric show.

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

A Contractor's Scheme for Bonus Awards to His Men

N. L. Walker, electrical contractor and dealer in electrical supplies and apparatus, posted the following self-explanatory bulletin in his office and shop, announcing the bonus award he plans to make at the end of the year.

On or about Dec. 31—possibly Christmas Eve—I will distribute to the men then with me, and who have been in my employ three months or more, 1 per cent of the total amount of construction and repair work completed and billed from July 1 to Dec. 24, 1918. Of this amount one-fifth will go to foremen and three-fifths to the journeymen (provided that not more than one-fifth shall go to one man), and one-fifth to helpers.

Naturally the announcement has added considerable incentive for the men to get and complete all possible business during the six-month period and will doubtless also have considerable effect in holding men with the organization.

"Get Agency for Collecting Lighting Bills—It Brings Business"

ON FEB. 10 of this year, George T. Abel, an electrical contractor of St. Louis, suddenly learned that the Union Electric Light & Power Company of his city planned to discontinue one of its branch stores, after operating this outlying office for the past eight years.

"It didn't take me five minutes to make up my mind that this would be an ideal location for an electric shop," says Mr. Abel. "I immediately got busy, and had the lease signed before the sun set that evening, and in four days made all preparations to have a complete stock of lamps and appliances. And now, after several months' experience, I have taken stock, and the business done shows a 10 per cent net profit on the investment."

To attract electrical customers to

his store, Mr. Abel has made arrangements to collect there the monthly lighting bills for the neighborhood. Each month his cashier handles about 3000 such bills. The collection of these bills costs the Abel company about \$75 a month, as the central station company pays no commission and does not furnish clerical help.

Mr. Abel finds, however, that this outlay purchases some very profitable advertising since it results in about 3000 people entering the store monthly.

By taking a duplicate copy of each bill presented, Mr. Abel has also obtained a large and valuable mailing list of electric light users in his vicinity.

"My lamp sales have, so far, for four months, averaged about \$150 per month, in view of the fact that the electric companies renew 40-watt and over, free.

"Prior to entering the new location," Mr. Abel continues, "we carried a display of lighting fixtures only, which most wiring contractors do. But we have been fully convinced by the experience of the past few months that the best thing for an electrical contractor is to get in the appliance business, get the agency of collecting

bills from your local lighting company, and bring the people who use electricity into your store. It has proved to me to be the cheapest advertising and brings good results."

Job Cost Sheet and Sales Record

Louis Stern, 120 North Seventh Street, Philadelphia, Pa., makes use of the cost sheet shown on the next page. In the first place, he says, the estimated quantities and materials should be left off of such a cost sheet, because he has found that these items only confuse matters, should it be necessary to make a change in the layout or materials used. A separate estimating sheet for comparison, he has found to be preferable.

Note that there is a space for miscellaneous materials—an item that will show from numerous jobs of like character what the average per centage of the total cost of the job will go for small incidentals, thus saving time and loss in the estimating of future jobs. At the top of the sheet are spaces showing the character of premises, work, construction of building, and also the location of the service; all of which have much to do with comparing the cost of the jobs being figured. At the bottom of the sheet is the labor-cost record on which have been inserted items of time and expense, for illustration. The selling amounts have been omitted; but they are carried out just the same as the costs.



Each month 3000 lighting customers pay their bills at George Abel's electric shop. The clerical cost of handling this collection business averages about \$75 per month. "Bring the people who use electricity into your store," says Mr. Abel. "It is the cheapest advertising and brings splendid results."

JOB COST AND SALES RECORD

		ORIGINAL—EXTENSIONS—REPAIRS		B. R.	BILL No.		
Inspection Fees	Amounts	CHARACTER OF PREMISES	CONST. OF BUILDING	CHARACTER OF WORK	LOCATION OF SERVICE		
Rough Wiring					Date Contract Subdate <u>7-20-18</u>		
Temp. Certif.					Customer's Order No. _____		
Perm't Certif.					Job No. _____		
Motors					Contract - <u>4-1-18</u> <u>150</u> —		
Lights					EXTRAS <u>*</u>		
Special					CREDITS		
Total Inspection					TOTAL		
Materials					ALLOWANCE		
Materials Miscell.					NET AMOUNT		
Labor					TOTAL COST		
Miscell. Expense					PROFIT		
Actual Cost					LOSS		
Overhead							
Total Cost		ORDERED	WORK STARTED	FINISHED	APPLYN FILED	WORK APPROVED	

Job cost sheet and sales record used by Louis Stern of Philadelphia. The blank space in the center is for a carbon copy of the bill which is sent to the customer.

On jobs where there may be men working at different rates, such as foremen, mechanics, and helpers, there is a column provided for each rate so that the total number of hours and the costs of each class of men can be readily seen and checked up. The totals at the lower part must necessarily check up with the upper part.

The vertical and horizontal sections must correspond, thereby checking up any errors. The blank space in the center is for a carbon copy of the bill rendered to the customer. On the back of the sheet are spaces provided for materials used. The work and material items are posted to this sheet from the daily work slips. The work slips are then filed under their job numbers, with the bill number

of the sheet on them, for cross-reference; and the cost sheet is then filed under the bill number in a loose-leaf book.

This book answers the purpose of a day journal showing an exact duplicate copy of the bill rendered, and it also shows the detail costs of the job for future reference. The sheets can later be classified if desired, under different characters of jobs and buildings and used for reference in future estimating.

Information as to who ordered the work, the nature of job, etc., are shown on the original work order as taken on the phone or otherwise, and are therefore left off the cost sheet.

This system is worth while to the contractor who will live up to it.

Vancouver Contractors Hold "Daylight" Meetings With 100 Per Cent Attendance

The Vancouver (B. C.) Contractors and Dealers Association has a plan for "daylight meetings" that is a move in the right direction. The members hold that association meetings are business matters and therefore should be held during business hours. By being very strict on the point of limiting the meetings to a duration of one hour, they have found it not only possible to get practically all the members out to the meetings, but they have really been able to transact all of the necessary business without the long drawn-out and painful processes that often delay meetings which have all evening ahead of them.

Ninety-eight per cent of the Vancouver contractors and dealers are members of the association and attendance at business-hour meetings is very frequently 100 per cent. Business is transacted with snap and dispatch and adjournment is prompt.

Ten Ways to Kill an Association

1. Don't come to the meetings.
 2. But if you do come, come late.
 3. If the weather doesn't suit you, don't think of coming.
 4. If you do attend a meeting, find fault with the work of the officers and other members.
 5. Never accept an office, as it is easier to criticise than to do things.
 6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend the committee meetings.
 7. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
 8. Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
 9. Hold back your dues as long as possible, or don't pay at all.
 10. Don't bother about getting new members. "Let George do it!"—*Builders Bulletin, Wisconsin*.

What's in a Name? Why Not "Electrifier" Instead of Contractor?

"Boy, page Mr. Charles E. Tull, Electrifier."

"Mr. Electrifier?"

"No. Mr. Tull, Electrifier."

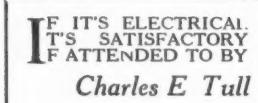
"Immediately, sir."

"Mr. Tull is at his desk, 217 North Fifteenth Street, Philadelphia, and says he will go anywhere electrical service is required, sir. Shall he come here?"

"No boy, we'll go to him. Here—don't spend this all in one place."

So we walked through the famous City Hall to the office of the strange man with the mysterious handle to his name.

Ah, there's the number. As we opened the door we read:



which was painted on the glass of the door. We entered the office and saw at a desk a man who looked not unlike other practical electrical engineers. He was talking on the phone and we heard him say "Yes, sir, I'll give it my personal attention at once."

We shook hands. "Do you give all jobs your personal attention?" we asked. "So far as I can," he replied, "it's a great stroke up the river against the strong current to do so."

WHAT'S AN ELECTRIFIER, ANYWAY?

"Mr. Tull, we've heard of you as an electrifier. Of course we know you are an electrical man, but how does the public know but what you are an electrical surgeon, a four-minute spellbinder, or a politician, with such a name?"

"That's just it," Mr. Tull replied, "One lady called me on the phone the other day and said she had looked completely through the dictionary and failed to find the word and asked what it meant."

"I explained the word meant just what it said—to electrify."

"You remember," he continued, "a few months ago a meeting was held here in Philadelphia by electrical

Order No. _____	From CHAS. E. TULL Electrifier 217 NORTH 15TH STREET Philadelphia, _____ 19
To _____	
Address _____	
Ship to _____	
At _____	
Job No. _____	Ordered by _____

On his order blanks, shown above and stationery of all kinds, Charles E. Tull uses the name "electrifier," instead of "electrical" contractor.

contractors and dealers and the electrical supply jobbers for the purpose of united action to further the Goodwin movement and to see what could be done to assist electrical contractor-dealers in making money instead of losing it.

HOW THE IDEA CAME ABOUT

"Frank H. Stewart of Old Mint fame was requested to make a speech at that meeting and give us some advice. Among other valuable things he suggested we discontinue the name electrical contractor because the word 'contractor' carried the thought of a contract, of something the public wants to stay away from. Mr. Stewart urged us to emphasize the idea of *service*, rather than play up the money end of the work."

"The suggestion was new but it appealed to me and I finally hit upon the word *electrifier*, as I decided I was more than an electrical contractor. You see it fits well with me as most of my work is power work on a time-and-material basis. The work of an electrifier does away with steam in factories, etc., and simply electrifies the plant."

Mr. Tull uses the name "electrifier" on his stationery:

CHARLES E. TULL
Electrifier
217 North Fifteenth Street,
Philadelphia, Pa.

Appreciating Mr. Stewart's timely suggestion of a new idea, Mr. Tull recently wrote Mr. Stewart:

"Mr. Henry tells me that my order blank with the word 'Electrifier' appeals to you."

"I have long wanted to use a name other than 'electrical contractor' but I could never get up my nerve to use this word until you suggested it at the combined meeting of electrical contractors and jobbers to forward the Goodwin plan. Since using this

word it has caused considerable comment and I suppose after all this is the best assurance that traversing from the hard and beaten path attracts attention and at the same time eventually will get folks out of the idea that every time they send for an 'electrifier' they want an estimate. In fact, I am extremely glad that, at the present time, practically all my work is being turned out on a time-and-material or a good percentage basis."

Why Not Sell Also Floor Outlets and Fan Outlets?

"Why limit our efforts to selling and installing merely *baseboard outlets*," asks Fred B. Adam, of the Frank Adam Electric Company, St. Louis, in connection with the present "convenience-outlet" campaign. "There are a number of outlets which are no less necessary and serviceable than the standard floor outlet, and which all might be exploited at the same time."

"The baseboard outlet, of course, is good for piano lamps, writing desk or standing lamps, and dresser lights, either portable or fastened to the dresser. Baseboard outlets should not be so placed that it is necessary to cross a door or window opening with the cord of the fixture. These outlets are usually placed on the nearest lighting circuit."

FLOOR OUTLETS AND COMBINATION SIGNAL OUTLETS

"But besides the baseboard outlets for portable lights the contractor or architect should prepare for a floor outlet in both the dining room and sitting room. These outlets should be approved floor outlet boxes fitted with reinforced cord with a small size connecting plug on the end that connects to a similar arrangement on the table so that if the table is to be moved and the rug taken up the cord will remain in the floor but slip through the rug. These outlets should always be furnished with a flush switch on the side wall, and they can be connected to the nearest lighting circuit."

"In the dining room over the serving table, in the china closet over the serving table, in the kitchen over the sink or serving table, and also

in the bath room and sewing room, should be placed combination appliance plug outlets with bull's-eye signal lamp and flush switch. These combination outlets will soon pay for themselves in preventing appliances burning out on account of the current being left on, and in avoiding the loss of current when appliances are not needed. Furthermore, the convenience of having the plug at a reasonable height for connecting or disconnecting the appliance, is considerable.

SPECIAL OUTLETS TO PROVIDE FOR ELECTRIC FANS

"These appliance-plug outlets should each have a separate No. 12 circuit run to them from the distributing center, and the plug receptacle should be for some standard plug other than a screw socket receptacle so that the appliances of larger current capacities cannot be used on some lighting outlet."

"In St. Louis," says Mr. Adam, "we have had considerable demand for permanent fan outlets. There are several special fan outlets on the market, some for the permanent placing of fans and others for temporary connections. These fan outlets can be connected to the nearest lighting circuit and can be equipped either with or without switch depending on whether the outlet is within reach so that the switch on this fan can be operated, or whether it has been placed so high that a separate switch is necessary."

Trade Acceptances Are Acceptable for Electrical Contract Work

The fact that "trade acceptances" have been defined as negotiable certificates covering "indebtedness arising out of current transactions in merchandise," has led some electrical contractors and others to question whether the trade acceptance is properly applicable in the case of electrical contracting jobs, when a large part of the price of the job goes to cover the labor costs of installing the merchandise.

To secure an authoritative opinion on this point, Louis K. Comstock, president of L. K. Comstock & Company, New York, recently submitted through the Federal Reserve Bank of New York City, the question whether drafts drawn for the purchase price of electrical and mechanical goods which include the cost of installation, may be treated as trade acceptances when such drafts are accepted by the purchaser.

In its reply the Federal Reserve Board states, concerning the installation of electrical equipment and wiring:

"It appears that it is customary for the seller of such goods to contract for their installation, and to include the cost of installation in the selling price."

"In the opinion of the Board such an acceptance would come within the Board's definition of a trade acceptance."

How to Sell Flashlamps to Farmers

BY FRANK FARRINGTON

Farmers are interested in the use of pocket flashlamps and battery lanterns around their barns where the old-fashioned kerosene lantern is a dangerous light. To play this idea up in a window display, borrow from a farmer the desired equipment. Get a pitchfork and some hay. Set up a row of stanchions across the back of the window and put hay and pitchfork in a corner. Make the window space over into a little section of barn. This of itself will attract a great deal of attention by reason of its novelty in a store window.

In one end of the window set an old lantern, dirty but empty. Tip it over, or get one with a bent bottom that as it stands on the window floor tilts dangerously to one side. In the other end of the window, setting on the hay or near it, place a battery lantern. In the middle place a card reading, "Which Do You Use in Your Barn?" Over the old lantern put a card, "Fire Danger." Over the other a card, "Safety." If you have a newspaper clipping telling about a fire caused by a lamp or lantern that tipped over, paste it on the glass or mount it on a card and set it where it can be read. Somewhere in the window show various sizes of flashlamps in order that your appeal may reach those who are not interested in the battery lantern.

The Girl Who Sank a U-boat from Behind a Store Counter

(A Hint for the Young Woman Who Presides at Your Appliance Showcase)

HER NAME is Lilly Frill. She sells laces in a small-city department store less than 300 miles from Chicago. She had never been to Chicago. It took too much money. Her beau, one of the boys in the store, marched away to war. Lilly wept for a day or two, of course. She missed her beau. Any girl would weep.

But Lilly didn't weep long. She laid aside tears and began to fight. She fought right there in her little home town. She began to sell War Savings Stamps along with electric irons and toasters and things. She had read that one depth bomb would shatter the biggest U-boat afloat, and she knew the U-boats were lurking for the transport that carried her beau over seas. She asked someone how much it took to manufacture a depth bomb and when she



found out she took the amount as her share of the fighting and started out to sell War Savings Stamps up to that amount at least.

"Money'll stop those pirates," Lilly said to herself, "and I'm going to stop one. I am going to sell a Thrift Stamp or a War Savings Stamp to every customer who comes my way."

Lilly Frill did it. She's doing it yet—one girl, blonde and slender and not so very pretty. Think it over a moment, Mr. Dealer! How many Lilly Frills have you got in your store who would like to fight? Help them to sell stamps to get money to crush the German army and the German U-boats. Go to it! Remember what Lilly said—"I'm going to stop one U-boat." She did—with Thrift Stamps.

Will Your Son Be a Better Business Man than You?

(Continued from page 120)

Good, are they not? Just for the fun of it, take out your pencil and "work" those four problems. It's good exercise, good practice for your own business.

"It puts things in very clear and definite shape," says Mr. Peet, "and I know that if I had been educated with this arithmetic that it would have been much to my advantage. I think that you will readily agree with me that if all the children should have this one text put into their heads very clearly so that it will remain there, then business will be on a better footing than it is to-day."

Do you know *your* overhead? You can be sure that that boy of yours will know this. ELECTRICAL MERCHANDISING has been telling you that if you want to make a 10 per cent profit and if your overhead is 23 per cent of your sales you must add 50 per cent to your cost of labor and materials to get your selling price. But do you *know* your overhead is 23 per cent or less? Maybe it is more. Can you prove it is less? Can you offer exact figures on some twenty-eight or more items of overhead that can be named? If not, it seems to me I hear your son explaining about 1930:

"Poor dad. He went under just about the last year of the war. Seems he didn't know just how to handle his overhead. Can't understand it. Must have been something wrong with the arithmetic when dad was a boy."

Special Overhead in the Fixture Business

Frank J. Callahan, the enthusiastic secretary of the Lighting Fixture Dealers' Society of America, is an ardent desciple of Walt Mason. He oozes moralizing poetic prose. Here is one he sprung on the Detroit fixture men when he was trying to make them see more clearly their extraordinary overhead costs.

"At Barnes' place they had a bowl, etched and colored, with a center hole, and a silver hanger; it looked quite slick but somehow or other it seemed to stick. But one fine day a woman came—and bought the bowl. (It was a shame, the price they got),

about thirty beans, and old George said, 'Luck's changed, it seems.' So they took it down and to the shop, with many injunctions not to drop. They sent it way out to the job, but the man who hung it was a slob. He could not seem to get the thing to hang quite straight, and then, by Jing, he up and tried to bend a clamp, and the bowl fell down and hit a lamp. He cursed the luck with damns and darns, then went to the phone and called up Barnes. George put up an awful holler. 'My God, I'm ruined, every dollar I'll lose; you make me tired, come get your tools, you boob, you're fired ! !' But there is more to this thing still. The woman sent in a whopping bill. When George saw it he almost fell dead. . . . There's another item for Special Overhead."

Record of Lighting Fixture Patents

Issued from July 15 to August 27, Inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office between July 27, 1918, and August 27, 1918, inclusive:

52,152. Chandelier for a Lighting Fixture. Robert G. Wagner and Ernest J. Schweitzer, Los Angeles, Cal. Filed Oct. 16, 1917. Issued July 2, 1918. Term, three and one-half years.

52,172. Lamp Shade. George J. Bauer, Detroit, Mich. Filed April 29, 1918. Issued July 16, 1918. Term, fourteen years.

Mechanical Patents

1,270,261. Lighting Fixture. Frank Brueggeman, Chicago, Ill., assignor of one-half to William I. Bell, Chicago, Ill. Filed Jan. 28, 1918. Issued June 25, 1918.

1,270,268. Light Distributing Device. David Crownfield, Cambridge, Mass. Filed Oct. 18, 1917. Issued June 25, 1918.

1,270,296. Electric Fixture Canopy. Aubrey Edwin Jeune, Toronto, Ont., Canada. Filed Dec. 8, 1916. Issued June 25, 1918.

1,271,091. Lamp Shade. Shinichiro Sito, Prairie City, Ore. Filed Feb. 27, 1918. Issued July 2, 1918.

1,271,835. Lamp Socket. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Co., Chicago, Ill. Filed July 8, 1915. Issued July 9, 1918.

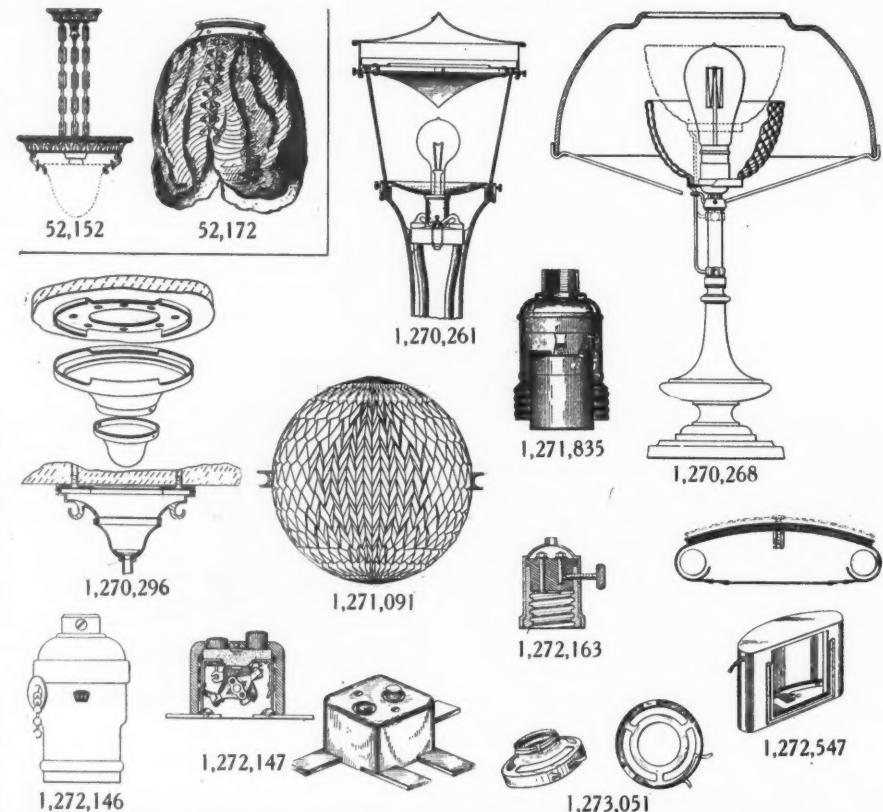
1,272,146. Electric Lamp Socket. George B. Thomas, Bridgeport, Conn., assignor to the Bryant Electric Company, Bridgeport, Conn. Filed Feb. 8, 1913. Issued July 9, 1918.

1,272,147. Electric Switch. George B. Thomas, Bridgeport, Conn., assignor to the Perkins Electric Switch Manufacturing Company, Bridgeport, Conn. Filed Feb. 16, 1916. Issued July 9, 1918.

1,272,163. Lamp Socket. John W. Wiedey, Baltimore, Md. Filed June 3, 1916. Issued July 9, 1918.

1,272,547. Illuminating Device for Trans-parent Pictures and Photographic Negatives. Jacob J. Singer, St. Louis, Mo. Filed Feb. 16, 1918. Issued July 16, 1918.

1,273,051. Shade Holder. Theophile Euphrat, Norwalk, Conn. Filed Dec. 7, 1917. Issued July 16, 1918.



Copies of illustrations and specifications of any of these patents may be obtained from the Commissioner of Patents, Washington, D. C., for 5 cents each.

IDEAS FOR THE MAN WHO SELLS



Plans, Schemes and Methods for Selling Under War Conditions



How to Plan a Motion Picture Show for Farm Trade

BY ERNEST A. DENCH

Farmer folks appreciate every opportunity they get to see motion pictures. They are not so fastidious in their tastes as city folks, and while the average industrial reel would be tolerantly regarded by the big city audience as a "filler," farmer folk would receive the same industrial almost as enthusiastically as if it were the feature photoplay.

The Bureau of Commercial Economics, Washington, D. C., has several hundred industrial reels which it is prepared to lend free of charge. There are reels available on many subjects. The stipulations for service are as follows:

Payment of transportation charges from and to the distributing center.

The films shall be used on standard motion picture projectors handled by competent operators.

A report of the films used and the attendance shall be mailed to the distributing center after each performance.

Films shall be returned immediately after use.

No fees whatsoever shall be charged or accepted for the use of the films of the bureau.

No admission fees to the public are permitted to be charged, nor are collections, during or after the exhibition, permissible.

Application for the service must be made on the application blank.

In filling out the application blank, which may be obtained from Washington, the rules and regulations above stated must be accepted. The size of auditorium, type of projector, focal throw, how often films are wanted and the type of audience must also be stated.

Select from the list of available films several reels dealing with the electrical business. Then go to the local movie exhibitor. Tell him that you wish his theater some morning or afternoon for a special performance, the show to comprise several industrial reels and two or three good, short comedies and dramas. He can rent the latter for \$5 or \$10

from his film exchange. Get an inclusive estimate for renting his theater, the operator's service and the comedy and dramatic reels. He should quote you from \$10 to \$20, depending, of course, on the size of his theater and the age of the photo-plays rented.

After all arrangements have been made, send to all farmers on your mailing list a letter calling attention to the motion picture performance you have arranged and inclosing two tickets for the same. This stunt would even be more effective at a time when business is dull. At the end of the performance screen a slide to the effect that a visit to your store is now in order. Many of the spectators will act on the suggestion after having had a good time at your expense and being impressed by the industrial reels.

If the performance seems too ex-

pensive for the electrical dealer to operate it by himself, other local merchants may be persuaded to come in on the scheme.

Numbering Window Items

If you want to make it easy for observers of your window displays to come in and ask to see the goods, put a large card on each item, with a number on the card. Thus every item in the window will have its own number and over it all you will place a card reading, "Ask for these goods by number." In entering the store to ask about goods shown in a window, particularly if the window is enclosed and the display so arranged that it is not easy to get into it or even to see into it from inside the store without disarranging the background, the visitor simply specifies the number of the item and the clerk looks at his key-card and knows what that number is and can show the goods without recourse to the window display. It is not always easy for a person knowing little about electrical goods to refer intelligently to an article in the window. Make it easy for him to buy.

"Something Electrical for Every Day" Means Economy



An unusually large amount of favorable comment and some good business was stirred up recently in Findlay, Ohio, after the public caught its first glimpse of this particularly good window display of the Buckeye Electric Company. The idea of "something electrical for every day" has been the theme of many window displays, but the results have not always been as dainty and as attractive as the one shown above. The list of days on the wall, the streamers and the placards unify the entire display and emphasize the one theme of the window. Note that there is no filling in of floor space with a miscellaneous assortment of smaller electrical goods, which would serve only to distract attention.

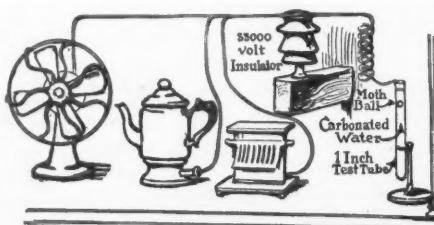
A "Camouflage" Window Display

A moth ball in a tube of carbonated water will rise and fall at approximately regular intervals as long as the water retains its strength. Around this simple fact, H. W. Brunell, local manager of the Northwestern Ohio Light Company, recently built an interesting window display. Furthermore, by a flight of imagination he "hooked it up" with things electrical in a way that makes it applicable for use in any electric shop.

The sketch herewith shows the materials required and the arrangement of the apparatus. The 1-in. glass tube is filled with carbonated water obtainable at any soda fountain; the moth ball is of the ordinary odoriferous variety usually found in the overcoat pocket early in the fall.

When the ball is dropped into the water it collects to itself bubbles of gas which buoy it up and carry it to the surface. The gas is there discharged, permitting the ball to sink again. The action is surprisingly rapid if the water is renewed about every two hours.

The remainder of the apparatus is



The high-tension insulator, the choke-coil, etc., are just "camouflage." Their only purpose is to make impressive the antics of the camphor-ball, which rises and falls at rapid intervals in the tube of carbonated water, as long as the latter remains carbonated.

merely camouflage. Mr. Brunell used a coil of heavy copper trolley supported on a 33,000-volt insulator and leading to a group of electrical appliances.

The erratic action of the ball called attention to the window and there a placard near the appliances pointed out that the company had the goods to sell.

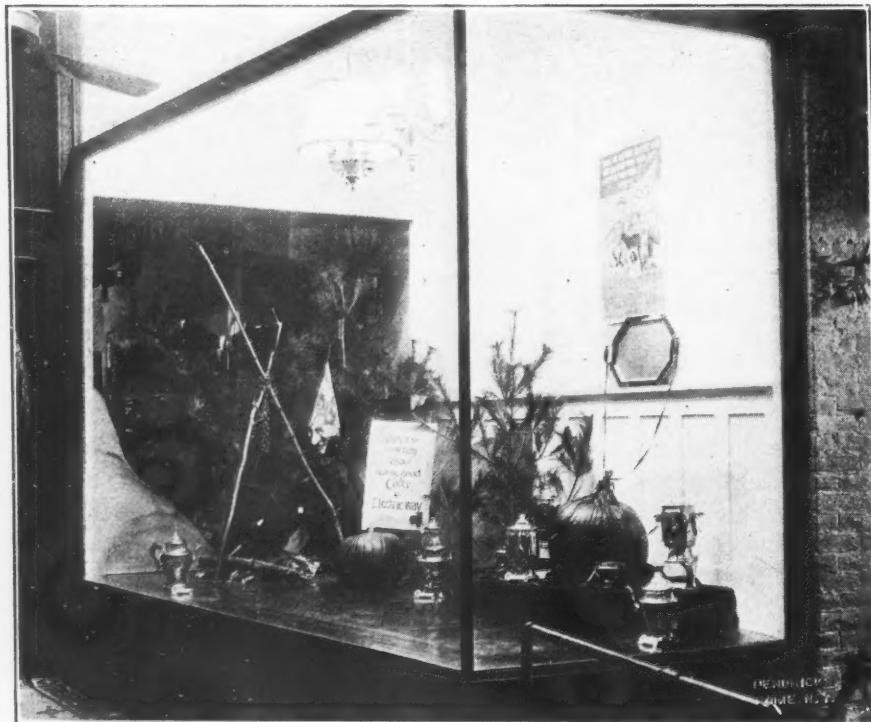
Know Your Costs

If your "overhead" runs 23 per cent of your year's gross business, and if you want to make 10 per cent profit

To find your selling price—

You must add 50 per cent to your costs for labor and material.

A "Spooky" Hallowe'en Window at Small Cost



It is not too soon to begin to plan your Hallowe'en window. As economy is the watchword now, you will want an attractive window at a small cost. Above is shown a Hallowe'en window display of the Rome (N. Y.) Gas, Electric Light & Power Company. It suggests how effectively a few homely articles can be used in the window, and how few cents were spent on the display is evident. A witch astride a vacuum cleaner is another idea for a Hallowe'en display.

Getting Motion in the Window Without Using Power

Motion in a window will attract as much attention as anything and here is the simplest way of getting motion without using power. Obtain a small hub set in ball bearings from some garage or automobile repair man, or from a bicycle dealer. Place these in position on the ceiling of the window with a cord or wire hung from the device in such a way that it will swing back and forth with the bearing as a fulcrum. This comes as near as possible to eliminating friction, and if rather a stiff wire is used it will not twist and the arc through which it swings will be parallel with the window glass.

On the end of this wire, at the height where it will attract the most attention, attach a large flashlamp lighted. When the window is trimmed, this pendulum can be set in motion and it will be found that it will swing a considerable time with one starting. It will be an easy matter for the clerks to give the pendulum a fresh start as they go past it, if the back of the window trim is left open for the purpose.

Of course a wire or cord might be hung from an ordinary hook and used in the same way, but it would swing in all directions and would not swing as long without restarting.

How to Keep Hot Bread Hot

BY FRANK FARRINGTON

The Food Administration's rules governing the use of wheat flour are such that many people are using hot bread made from substitutes more freely, because other kinds of bread are more palatable when hot and less palatable when cold than wheat bread. This might suggest to the electrical dealer the advantage of showing people how they can keep hot breads hot so that the late comer at the breakfast table will not have to eat cold corn bread. An electric toaster will answer this purpose and may be displayed in the act. A small table will serve as a dining table. Add the necessary dishes and silver and linen. On this table put the toaster. Put some pieces of corn bread, or "johnnycake" in position, using a card reading, "It keeps his

corn bread hot till he comes." Of course another card will name the price of the device and list its other uses, perhaps giving the cost of current used at local rates.

Flashlights for Soldiers

"When the 'Tuscania' Was Torpedoed," an article by Abner E. Larned in the August issue of *The Northwestern Buzzer*, contains the following paragraphs:

"I felt for my life preserver and finally located it and started out.

"Now just one word here. Whenever any of your dear boys are going across the sea, tell them if they don't take anything else in their equipment to put in a flashlight. When the torpedoing hour comes, if it does come to them, there is nothing in the world that they will value as highly as a flashlight. I don't know how many lives I saved that night by just having that flashlight that I could flash over the side of the ship and direct some poor fellow who was in the water to the end of a floating spar or to a boat that he could not see but which was probably very near to him."

Watch for the Chance to Clinch the Sale

In many sales there comes a time when the purchaser's decision to buy hangs in the balance, and when the right word or suggestion "puts the deal across" for the retailer. An instance of this occurred recently in the store of a dealer in Connecticut. A husky-looking farmer's lad entered the shop and asked to see flashlights. His fancy seized upon one retailing for \$1.25, but the dealer unfortunately was out of dry cells of the size in question and could not supply a complete unit. He explained to the would-be customer that he had ordered a lot of cells from the factory, but that there had been an unavoidable delay in shipment. At this point the interest of the customer began to fall off, and it looked as though a sale would not be made. Just then an out-of-town visitor who had been chatting with the store owner, broke into the conversation: "Isn't it a fact that the \$1.50 size has a battery which will last a great deal longer than this size?," indicating the outfit desired.

Personality Plus Bulbs Makes a Winning Window



Something more than bright, clean electric bulbs made this window display of Pfarr & Hobart Company, of Akron, Ohio, a prize winner in the "tie-up contest" of National Lamp Company, connecting local trade with the Mazda advertisement appearing in the *Saturday Evening Post* for March 16. The decorator put himself into the display, and personality counts. Simplicity of design, good taste in color, balance in arrangement, and variety in the articles displayed characterize this window. The window was designed by J. W. McCague of the Pfarr & Hobart Company.

by the customer. "Certainly," said the dealer, "that \$1.50 lamp has a battery which will give two or three times the life of the other one." "I'll take it," immediately responded the farmer's lad, and a \$1.50 sale was closed.

A Double-Purpose Payment Receipt Card

In pushing its campaign to lighten the labor of the home, the Satterlee Electric Company, Kansas City, believes in intensive merchandising. That is why it has used the reverse side of a payment receipt card to advertise five appliances that make the housewife's work easier. This advertising paves the way for more payment receipt cards.

Getting the Depot Trade

Many a person waiting at a railroad station has time to make purchases, but usually it is not easy to find the way to a good store. Often there is plenty of time to go further, but lack of knowledge of that fact. This applies, of course, to interurban terminals and trolley waiting rooms. To get the trade of people who travel through these places is to rent wall or billboard space where people coming out of the depot can see it. In that place you might show a map of the near-by streets, indicating where your store is and just how to get to it the shortest and quickest way. Tell how long it will take to walk there. Give an idea of what your stock covers. Advertise quick service for anyone with a train to catch. The little joints around a railway station live on just the business that never gets as far away as the regular shops. See what you can do to get people to come to your store instead of patronizing the makeshift places nearer by.

Show Window, Counter, Mail, Advertising and Specialty Three New Iron, Battery and Switch Folders



DEALER HELPS

WHAT THE MANUFACTURER OFFERS TO
HELP WAR CONSERVATION PLANS



Put Your Business on a War Basis

If you have not already put your business on a war-time basis, do so now and keep it there. This is the sound dealer help advice which the National Cash Register Company is sending out to retail merchants everywhere. Through its house organ, *The NCR*, the company's agents are urged to carry the following message to business men:

"Experience has given us certain broad rules for handling an organization. It does not matter whether the organization has two members or 2,000,000. These rules have become firmly fixed. They are the basis of good work.

"But war-time conditions have made us see that some of these rules are more important than we thought they were. Now is the time to ask ourselves these questions:

1. Is my organization on a war-time basis?

2. Am I using more people than are really needed to do the necessary work?

3. Is my organization so trained that each man's place could be filled by another when the war's demands take one?

4. Am I employing women wherever possible to release men for war work?

5. Am I asking any man to do work which a machine could be made to do?

6. Do I hold meetings frequently so that every person in my organization knows what task lies ahead, and is enthusiastic in his desire to work together to get the best result?

"These things are necessary now! They are patriotic! They are the best thing for each of us! They will help win the war!"

Make Your Window Patriotic

All of the materials necessary for trimming a "patriotic" window are offered by the National Lamp Company to dealers who are planning to stimulate their lamp sales. A newspaper "ad" plate and a "movie" slide are included, to help advertise the plan. All through the summer pa-

triotism will take first place in the thoughts and feelings of the American people. A "patriotic" window cannot fail to attract attention.

Western Electric Building Up Farmer Business at County Fairs

"Meet Me at the Fair," and "Would Like to See You" are the big lines in two new advertisements pre-



One of two newspaper advertisements prepared by the Western Electric Company for building up sales among farmers attending county and state fairs.

pared by the Western Electric Company for its sales agents. Both of these ads are intended to assist agents in developing business at county and state fairs.

One of the ads is shown in the illustration, which is half the size of the electros provided on request by the company. A lantern slide for use in motion picture theaters is also available.

These dealer helps mark the growing purposes of manufacturers and retailers to develop rural trade.

"C-H Electric Laundry Irons" is the title of a new four-page envelope folder, known as publication 262, being distributed by the Cutler-Hammer Manufacturing Company, of Milwaukee. This folder illustrates and describes the special features of C-H laundry irons, such as the steel-clad connector plug and the patented sealed-in heating unit.

"C-H Equipment for Mines" is described in a new four-page pamphlet also recently published by the company. The equipment illustrated and described consists of sectional charging equipment for miners' lamp batteries. Space is also devoted to illustrating and describing charging equipment and control apparatus for mine locomotives. A mine installation of automatic motor driven pump control is shown and the saving effected by this electric apparatus over steam pumps is given. Reference, of course, is made to complete line of C-H starters, rheostats and controllers for general mine motor applications.

The company has also just issued a four-page two-color (8½ in. by 11 in.) pamphlet which shows four typical installations of the C-H 9116 starting switch for squirrel-cage motors. An interior view shows the construction and arrangement of the starting and running contacts, fuses, etc. The manner by which the motor is connected to the line ahead of the fuses, and then automatically engages the fuses, without opening the circuit to the motor in the transition, is clearly shown.

New Dongan Display Card

An attractive display card for promoting the sales of bell-ringing transformers is being issued by the Dongan Electric Manufacturing Company of Detroit, Mich. The sign is 8½ in. by 11½ in. and is made of aluminum, lithographed in black and red. It contains a diagram showing a Midget bell-ringing transformer installed for operation. Due to the unusual demand at this time for transfarmers, a display of this character is useful in educating the public in the use of bell-ringing transformers.

Appliances Featured and Expert Services Offered

Three little pamphlets on "Diamond H" remote control switches, automobile accessories, and pendent switches have been prepared by the Hart Manufacturing Company, Hartford, Conn., for distribution by dealers handling the Hart products. Remote control solutions are diagrammed and the services of the company's engineering department are offered the dealer.



A Thrift Stamp with Every Sale

H. D. KRESGE

Talk about selling a Thrift Stamp with every lamp (June issue, page 320), if I were an electrical retailer I would conduct, during Thrift Stamp drives, a Special Thrift Stamp Sale. For instance, here is one of the cards I would use in a window display of irons:

Special THRIFT STAMP SALE	
Guaranteed Electric Iron, regularly	\$5.00
Iron and One Thrift Stamp, this week only.....	\$5.10

Strips across the top of the window would announce: "A Thrift Stamp with Every Sale"; "Get Your Thrift Stamps at Less than Half."

Quality and Economy Go Hand in Hand

If, in this day of war-time economies, the consumer's standards of quality in electrical equipment and service are allowed to deteriorate, the result will be harmful to the whole electrical industry as well as to the consumer. The consumer's ideas of quality and value are fixed and must always be fixed by what the trade tells the consumer about this subject.

As a means of practical helpful service to the trade in promoting the doctrine of making a sound profit on quality goods, Pass & Seymour, Inc., Solvay, N. Y., have prepared six advertisements for circular or newspaper publicity planned by the dealer.

A complete set of plates ready for the printer, or a selection from them,

can be obtained on request from the company. A number of booklets, "The Gateway of Electric Service," are also furnished free.

Aiding Good Street Lighting

"The New Era in Street Lighting" is the title of a thirty-six-page book recently published by the Holophane Glass Company, 340 Madison Avenue, New York City. This book describes and illustrates the results of recent scientific research and shows how these results have been practically applied to street lighting. This book explains what is meant by conservation in street lighting and shows how to effect marked economies, such as reducing the energy consumption by one-half and obtaining illumination as effective as was possible with greater energy. A limited number of these books are available for distribution to engineers and city officials and may be obtained by addressing the Holophane Company.

Simple System for Listing Prospects Gives Fine Sales Record

Twenty-one sales from a list of thirty names of prospects sent in by a dealer is the record recently made by the Globe Manufacturing Company, Perry, Iowa, makers of the "Quicker Yet" line of electric washing machines. This record is the result, largely, of a simple but apparently effective method of making it easy for the dealer to write up a list of prospects. On the back of the letter to the dealer is typed a form letter reply which requires only the dealer's signature after he has filled in from one to fifty names and addresses in columns provided for that purpose. One or two letters, not quoting prices and referring to the local dealer, are sent under 3-cent stamps to the prospects listed. The utmost care is used in filling in the name and address at the top of the letter. The letters are short, easy to read, and free of hackneyed sales expressions. Making it easy for the dealer to write up his list of prospects and just as easy for the prospect to get acquainted with the article for sale are points worth remembering in going after mid-summer business.

Help Cut Down the Demand for Domestic Labor

The semi-annual house-cleaning epidemic is not yet stamped out. The fall attack of this domestic disease is soon due. In this fact lies an opportunity for the dealer to push his vacuum cleaner stock to advantage, not only to himself but also to the country. Domestic labor is harder to obtain now than for many years. The demand for this kind of labor can be reduced by pushing labor-

Awarded Grand Prize Panama-Pacific International Exposition, San Francisco

—And No House-cleaning Twice a Year

¶ When you let the wonder-working Eureka Electric Vacuum Cleaner do your housework.
 ¶ So thoroughly does it clean that when the semi-annual housecleaning time comes 'round, the rugs, carpets, curtains, mattresses, pillows, etc., are just slick and span—all the work is done—you are free from worries, backaches and that long ten day siege of ceaseless dusting and sweeping.
 ¶ The Eureka is very light in weight—mechanically perfect and has special attachments and features not found on Vacuum Cleaners elsewhere—see it first before you buy.
 ¶ \$6.00 down places one in your home to-day—balance easy payments.

Your Company's Name Here

Make your vacuum cleaners now in stock do their part in helping to win the war. Here is one of the newspaper advertisements offered you by the Eureka Vacuum Cleaner Company.

saving appliances, that is, pushing the sale of appliances now on hand. The government may restrict the manufacture of appliances, but that does not mean that any appliance now in stock should not do its "bit."

Some twenty-five or more advertisements are offered the dealer by the Eureka Vacuum Cleaner Company, Detroit, in a booklet entitled "Eureka Newspaper Ad Service." Cuts are sent free on request. They can be ordered by number from the booklet.

Labor-Saving Devices

The Hurley Machine Company of Chicago has just issued its 1918 catalog of Thor electric labor-saving devices for the home. The catalog illustrates washing machines, ironing machines and vacuum cleaners.

GOSSIP OF THE TRADE



Glimpses of Electrical Men as Caught by Lens and Pencil

Illinois Contractors to Meet on Sept. 19 and 20

At Peoria, Ill., on Sept. 19 and 20 the Illinois State Association of Electrical Contractors and Dealers will hold its semi-annual meeting. The program has been arranged as follows: Fred B. Adam, of the Frank Adam Electric Company, St. Louis, chairman of the electrical merchandising committee of the National Contractor-Dealers' Association, will speak on "What the National Association is Doing to Develop the Merchandising Business"; H. A. Ross, of the Edison Electric Appliance Company, Chicago, will speak on "Selling the Electrical Idea to the Public"; George Loring of the R. I. Electric Company, St. Louis, will tell "How the Jobber Views the Electrical Business"; Pertinent Facts on Estimating" will be presented by J. R. Smith of the Chicago Estimators' Association, and questions concerning the report of this association presented at Cleveland before the National association will be answered; C. M. Caldwell of the Caldwell Electric Corporation, Champaign, Ill., secretary of the farm-lighting development committee of the Illinois association, will read a paper on "Bringing Modern Electrical Conveniences to the Farm"; "Facts About Liability Insurance" will be told by Lynton T. Block of the Utilities Indemnity Exchange, St. Louis; Sullivan W. Jones, Wash-

Jovian Convention at Dallas, Tex., Changed to Oct. 24-26

The annual Jovian convention will be held at Dallas, Tex., on Oct. 24, 25 and 26, a change of plans having been made in the date as announced in last month's ELECTRICAL MERCHANDISING. Ell C. Bennett, Syndicate Trust Building, St. Louis, is Mercury of the Jovian Order and can give information concerning convention arrangements.

New England Section N. E. L. A., Springfield, Mass., Sept. 27-28

The tenth annual convention of the New England Section of the National Electric Light Association, Boston, Mass., will be held at the Hotel Kimball, Springfield, Mass., on Friday and Saturday, Sept. 27 and 28. The convention program will be devoted to problems in the electrical industry due to the war, and the utilization of all the industry's resources toward winning the war. The convention committee consists of: W. L. Mulligan, United Electric Light Company, chairman; L. J. Scott, United

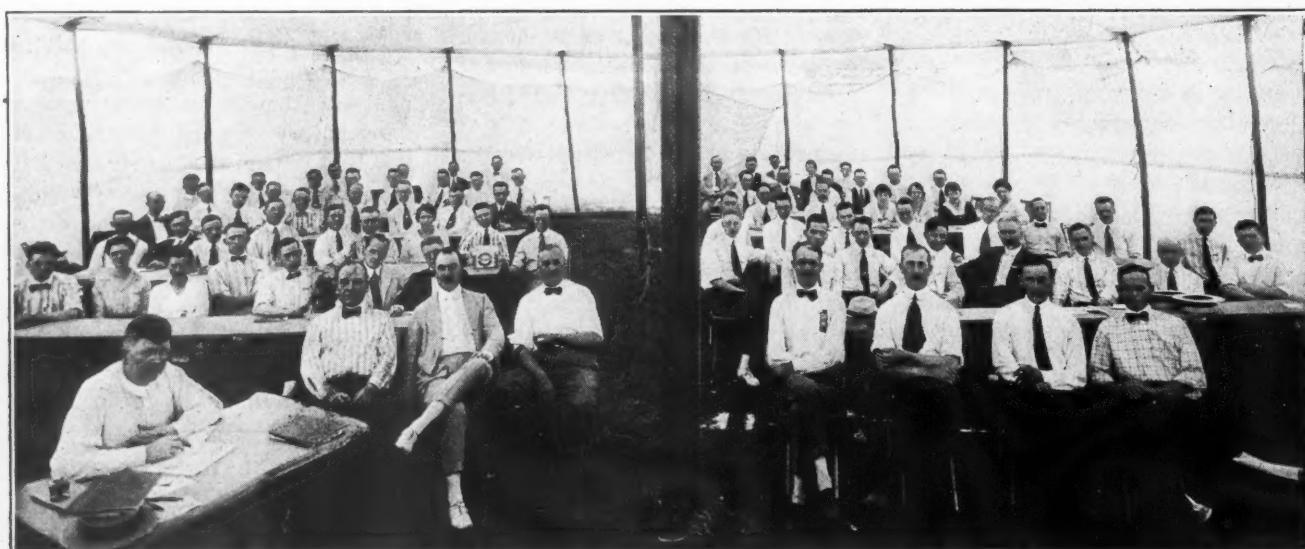
Electric Light Company; R. W. Mitchell, Turners Falls Gas & Electric Company, and F. Rogers, Jr., General Electric Company, all of Springfield, Mass., as well as H. M. Parsons, Central (Mass.) Electric Company, of Palmer, Mass. Miss O. A. Bursiel, 149 Tremont Street, Boston, Mass., is secretary.

Among the papers to be read are the following: "Trade Acceptances"; "Interesting Your Customers in the Securities of Your Company as Stockholders"; "Making Quantity and Service the Basis for Price," by John J. Gibson; "Effect of Daylight Saving on Central Station Income"; "Stimulating Appliance Sales," and "Co-operation Between the Branches of the Industry," by W. L. Goodwin.

Illuminating Engineers to Meet on Oct. 10

The Illuminating Engineering Society will hold its annual convention at the Engineering Societies Building, 29 West Thirty-ninth Street, New York City, on Oct. 10.

War-time lighting economies, and the use of better lighting in speeding up war production will be among the subjects to be discussed.



It was old Bill Nye, we believe, who at a circus in Peoria one warm July evening back in '93, remarked that the heat was in tents. And so was the enthusiasm and spirit at the conservation convention of the Edison Electric Appliance Company held at Chicago, Aug. 12 to 17. In the mourner's row, observe George Hughes, W. K. Baylor, Willis Booth, Jack Cross, Percy Booth, Walter Fagan and Curtis Lindsay. The convention was an all-

week affair, and there were papers and addresses by E. R. Murphy, F. L. McDunnough, G. W. Scott, H. Blanksten, E. F. Stroh, E. H. Richardson, C. P. Randolph, A. F. Vaughan, J. R. Richardson, S. Wenneberg, J. L. Shroyer, P. L. Miles, W. B. Pierce, W. M. Stearnes, W. J. O'Reill, E. G. Duble, H. J. Mauger, R. M. Wooley and J. S. Preston, besides the talks by the "big boys" in the front row.



Getting onto "the Goodwin Plan" seems a pleasant operation, to judge by this photograph, taken at Camp Nela, Cleveland, during the week of the Ivanhoe-Regent Conference, July 28 to Aug. 2. The picture shows the sales force and office employees

of the Ivanhoe-Regent Works, together with their guests. It was at this conference that William L. Goodwin was asked to present his plan of merchandising electrical equipment, and said Goodwin plan was later adopted by the Ivanhoe-Regent Works.

ington representative of the National Association of Electrical Contractors and Dealers will bring information to the convention about how the government views the electrical-contractor dealer; and William ("Bill") Goodwin will also address the gathering.

"Mike" Henderson of Memphis Dead

Vilas A. Henderson, secretary and new business manager of the Memphis Gas & Electric Company, died on Aug. 19 at Memphis, Tenn. Mr. Henderson was born on Aug. 16, 1879, at Princeton, Ill. He was a graduate of the electrical engineering school of the University of Nebraska and had in his career been employed by central station interests in Lincoln, Neb., and Denver, Col. "Mike" Henderson, as he was popularly called, was well known among the central station commercial men of the United States, particularly in the Southeast and the Southwest where he had often taken an active part in convention discussions among central station sales managers.

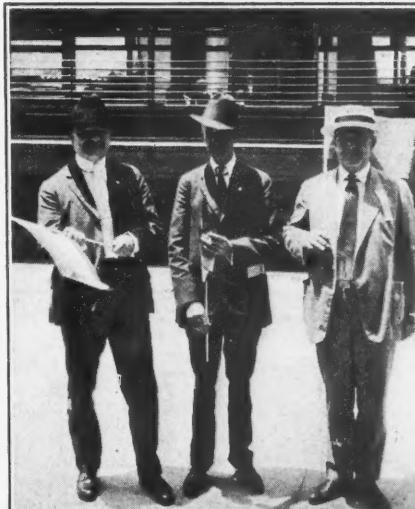
F. L. HUBER, who has been city representative of the Mohawk Electrical Supply Company, Syracuse, N. Y., assigned to industrial plant trade, has been made sales engineer of the company. This is in line with the company's intention to develop its apparatus business.

Ivanhoe-Regent Works Grants Differential

It has been the custom for many manufacturers of industrial lighting equipment, as well as for manufacturers of similar products, to give discounts to jobbers and distributors without making any distinction in discount between the contractor-dealer and the industrial plant consumer. The Ivanhoe-Regent Works, Cleveland, Ohio, however, after a

study of the Goodwin plan has come to agree with Mr. Goodwin that the present organization of the electrical industry is necessary to an economic distribution and merchandising of electrical material—and that each of the units composing the electrical industry—central station, wholesalers, contractor-dealers—is entitled to recognition and assistance from the manufacturer.

Beginning on Aug. 15, 1918, the Ivanhoe-Regent Works put into effect an arrangement whereby its merchandising and distribution scheme conforms to the Goodwin plan. Under this arrangement the jobber and distributor will receive his discount and the consumer who buys in quantities will also be permitted a discount as before; but the new plan provides a differential discount on Ivanhoe metal reflectors and fittings to the contractor-dealer also.



Business is so good in the oil states of the Southwest that all a traveling salesman has to do is to stand out on the curb and flag down the orders that come sailing along, just like story book heroes of our youth flagged express trains headed for burning bridges. In proof whereof witness these three salesmen equipped with neat little flags standing on the curb in Hot Springs, Ark. They are C. C. Lewis of the Columbia Lamp Division, Tom Neely of the Commercial Electric Supply Company, and Ray V. Hawkins of the Appleton Electric Company.

THE SQUARE D COMPANY, Detroit, Mich., manufacturer of safety switches, has recently opened a new district office in Pittsburgh. D. M. Stone, who traveled the company's Pennsylvania district for several years, has been placed in charge, with established headquarters at 1502 First and Second National Bank Building. H. H. Miller, formerly of the Double-Day Hill Electric Company, Pittsburgh, will be associated with Mr. Stone. The increase in the volume of business in this district necessitated the action.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

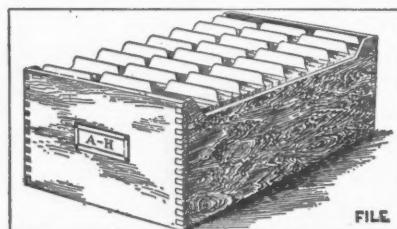
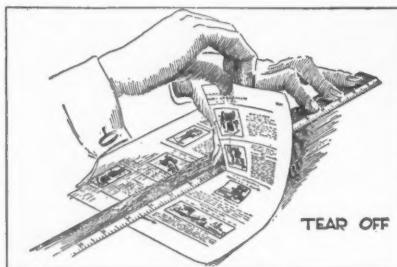
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

How to Use These Pages to Make Your Own Buying Index

Do you want an up-to-date buying index of "New Merchandise to Sell"—an index that you can make up as you go, to fit your own needs and those of your customers? Then file these items in a "Buying Index" of your own, in your own way—either on filing cards, on loose-leaf sheets, or in a scrap book—just as you prefer.

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service con-



tinued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and where it makes it, right under your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

That there may be no interference between any two clipped items, these "New Merchandise to Sell" articles are printed on one side of the page only. Many of our readers have been in the habit of clipping from this section since it was first established. With the new standardized arrangement ELECTRICAL MERCHANDISING hopes to broaden its service in this department materially, and hopes that each of its readers may make the fullest possible use of this special service.

Nine-Light Christmas Tree Sets

From Electrical Merchandising, September, 1918

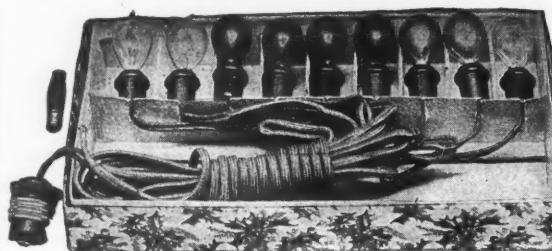
Christmas tree sets have sometimes been condemned by the trade as a general nuisance because of their unreliability to the user. Recognizing this fact, the M. Propp Company, 108 Bowery, New York City, has brought out a practical improvement, designed to give satisfaction to the consumer.

Voltages in most communities range from 104 to 120 volts. With the usual

eight-light sets made most of the other manufacturers, the eight-in-series will only take care of 110 volts, and when the voltage rises above 110, the lamps begin to burn out.

The improvement consists in making up the sets in series of nine lights to the unit, using standard 14-volt lamps, giving an outfit that will take care of any voltage up to 130.

With each set a lamp tester is furnished for the benefit of the customer, together with a very explicit set of directions, so that in the event of trouble, the customer is told how to take care of it himself by inserting the tester into one socket after another until the broken lamp is reached, when the rest of the lamps will light up. The sets are boxed in a very attractive manner.

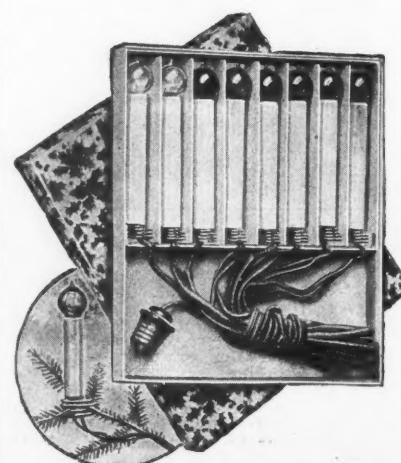


Automobile Fender Light and Mirror

From Electrical Merchandising, September, 1918

A combination light and mirrorscope for use on the front fender of an automobile, has been developed and marketed by the New York Electric Lamp Company, 253 Fifth Avenue, New York City. This device consists of a lamp fitted with 3-in. lenses which show a white light in front and a red light in the rear. At the back of the base a mirrorscope is hinged. For day driving the mirrorscope is raised to the vertical position, when it takes the place of an ordinary mirror. In this position the lamp is cut out of circuit. At night when the automobile is standing, the mirrorscope is lowered to the horizontal position when the lamp automatically lights up.

The lamp uses a 2-ep., 6 or 8-volt Mazda bulb, which consumes less than 1 amp. The maker points out that its use makes possible a considerable saving of storage-battery energy in case two headlights and a rear light consuming 4½ to 5 amp. per hour are otherwise used when the automobile is standing still.

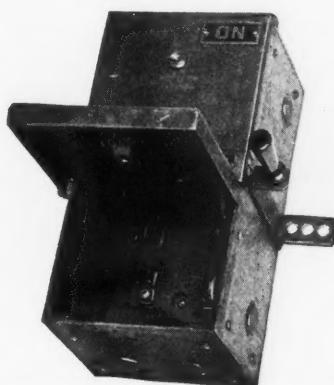


Christmas-Tree Lighting Set

From Electrical Merchandising, September, 1918

The Import Sales Company, 27 West Twentieth Street, New York City, has brought out a new Christmas-tree lighting set which it designates as its "candle" outfit. The candles are made of white fibre and the lamps used are the regular Mazda Christmas lamps which run in series of eight.

A feature of this outfit is that it has a spring arrangement whereby the candles will always remain upright on the bough of the tree. The electric candles take the place of wax candles and, of course, are much safer.



Safety Switch for Industrial Use

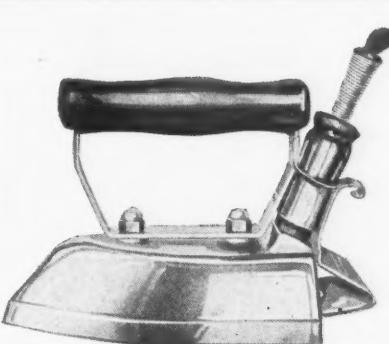
From *Electrical Merchandising*, September, 1918

A double-door cabinet is the feature of the "Maco" safety switch that has been placed upon the market by W. A. McCombs & Company, Union Arcade Building, Pittsburgh, Pa. These two cabinets are separated by a fiber partition, one space holding the fuses and the other holding the switches. It is impossible to get into the fuse compartment of the switch until the switch is in the "off" position, or to close the switch until the fuse compartment door has been closed. The door over the switch compartment is held closed with a lock.

Evenly Heated Electric Iron

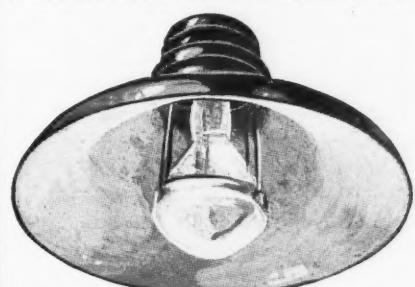
From *Electrical Merchandising*, September, 1918

Perfect balance and even heat are two of the features claimed for a domestic electric iron manufactured by the National Electric Heating Company, Ltd., Toronto, Canada. This device has its sole plate and top polished and nickel-plated. The cord on this iron is securely held to take the strain off the contacts, and the terminal studs are mounted on a bracket fastened to the compression plate holding them rigid and properly aligned. The compression plate is machined flat, and when fastened down with two heavy screws the element is held in place with perfect compression. The one-piece leaf unit element, it is claimed, is very efficient and has long life.



Lamp Shield for Eliminating Glare

From *Electrical Merchandising*, September, 1918



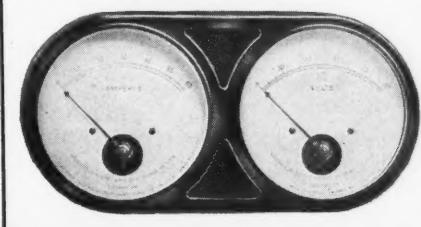
In order to soften the glare from a reflector unit in using gas-filled lamps of high intrinsic brilliancy, the Benjamin Electric Manufacturing Company, 128 South Sangamon Street, Chicago, is manufacturing a device which consists of a glass or metal bowl inserted under the lamp.

Duplex Instruments

From *Electrical Merchandising*, September, 1918

The Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., announces two duplex instruments for battery-charging, marine, dental, telegraph, telephone, farm-lighting and other compact instrument panels where direct current is involved.

These duplex outfits consist of any two standard Westinghouse type AW or type FW instruments desired, mounted in an attractive dull-black metal case.



Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.

Weatherproof Sockets

From *Electrical Merchandising*, September, 1918



Porcelain, molded mica and composition weatherproof sockets, shown in the accompanying illustration, are now being manufactured by Harvey Hubbell, Inc., Bridgeport, Conn. These sockets are furnished with 6-in. No. 14 B. & S. stranded rubber-covered wire, but sockets with longer wires can be furnished on special order. These sockets are rated at 660 watts and 600 volts.

Electrical Mail Indicator

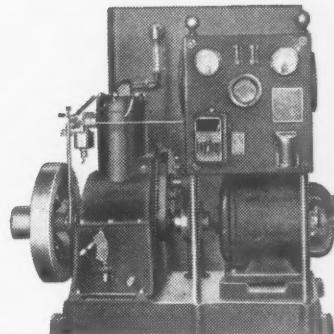
From *Electrical Merchandising*, September, 1918

To inform the housewife whether or not the postman has left mail in the mail box, the Elec-Mi Manufacturing Company, Inc., of Bloomfield, Neb., is marketing an electrical mail indicator under the trade name "Elec-Mi." The device is operated without batteries and can be attached to any mail box, but is more especially adapted to the standard box.

Farm-Lighting Plant

From *Electrical Merchandising*, September, 1918

Longer battery life and elimination of engine trouble are the two features claimed for an electric lighting plant for farm and country-home use that is being manufactured by the Mayhew Company of Milwaukee, Wis. Other features are said to be simplicity of engine design and effectual control of the charging rate while the batteries are being charged. The engine is of the four-cycle water-cooled type and is rated so that it has considerable surplus power over that required for driving a generator. Therefore a pulley has been provided so that the outfit can be used for power purposes as well as lighting.



Pull-Switch Rosette

From *Electrical Merchandising*, September, 1918

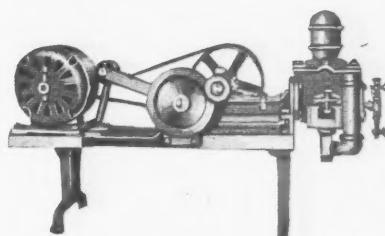
Specifications for modern industrial housing show a decided preference for brass-covered devices for concealed work, suitable for attaching directly to a ceiling or outlet box. Such units are decorative and economical, as they can take the place of a more or less elaborate fixture.

Keyless receptacles, pull receptacles and plain rosettes, with brass covers, have been standard for some time, but the Arrow Electric Company is offering a new device, the pull-switch rosette, to complete the line.

Electric Force Pump for Residences

From *Electrical Merchandising*, September, 1918

For all domestic purposes, water system service, etc., the Peters Pump Company, Kewanee, Ill., has placed upon the market a force pump which it claims has a very high efficiency. The makers also say that this machine is silent in operation, powerful, compact and reliable. It may be adapted to wells or cisterns up to 25 ft. vertical lift. The pump is driven by a repulsion induction motor with 200 per cent full load starting torque, the power being transmitted by means of a back gear with a ratio of 3 to 5, which permits operation at large overloads.



W. H. Morton Returns as General Manager of National Contractors' Association

Walter H. Morton, who resigned as secretary of the National Electrical Contractors' Association in 1913, has been appointed general manager of the National Association of Contractors and Dealers, and is now located at the Association's headquarters, 110 West Fortieth Street, New York City, in executive charge of its activities.

Mr. Morton returns to the National contractor-dealers' body after five years spent in Porto Rico, where he has been engaged in the growing of grapefruit. Readers of ELECTRICAL MERCHANDISING will also recall his exciting experiences at the time of his last trip to the United States in June, when his steamer, the Carolina, was sunk at sea by a submarine and its passengers forced to land in small boats. Mr. Morton's boatload of twenty-six lost seven by drowning during a storm which overtook the scattered lifeboats, and Mr. Morton, with the other survivors, was later landed at Lewes, Del., exhausted and badly bruised.

Mr. Morton is a graduate of the students' test course of the General Electric Company, and later had charge of the testing department of the Schenectady works until 1895,



W. A. Stacey and H. E. Sanderson, Chicago and Pacific Coast representatives, respectively, of the Bryant Electric Company, snapshotted on the steps of the Capitol at Washington, where they went recently to arrange for a contract to re-equip the winter palace at Berlin with convenience outlets following General Pershing's arrival next year.

when he went to Utica, N. Y., to enter the electrical contracting business. He continued in this business for ten years, at the same time carrying on the work of secretary of the National Electrical Contractors' Association. From 1905 to his resignation in 1913, he devoted all of his time to this association work.

In taking up his work as general manager of the National association, Mr. Morton has issued a statement to the trade and the association membership from which we quote the following:

My efforts will be devoted to the co-ordinating of the different branches of the organization's work to the end that, all our energies will be directed toward bringing about a more efficient and economical trade condition; the state, division and local associations will be brought in closer touch with the national and with each other; the contractor-dealer will be placed in a closer relationship with the other branches of the industry; the national office will be a reference bureau for all members on any subject pertaining to their business.

The work of the association, as I understand the situation, is to endeavor to accomplish the following results:

First, to bring the industry to the highest point of efficiency so that electrical materials and energy will reach the consumer in the most economical manner.

Second, to promote, at this time and during the continuation of the war, the use of only such devices and installations as tend to conserve labor or reduce the use of fuel.

Third, to furnish the members with information that will enable them to conduct their business on an economical and efficient basis in order that neither material nor labor will be wasted, and that those in the trade be in a position to pay their share of the taxes needed by the Government.

Harry C. Brown Resigns as Secretary

Harry C. Brown has resigned as secretary of the National Association of Electrical Contractors and Dealers, to take effect on Sept. 30. Mr. Brown had served the association continuously since February, 1916, with the exception of three months. Prior to 1916 he was in factory and sales work for a manufacturer of electrical wiring devices and switchboards, later serving as traveling sales representative with territory reaching from coast to coast. Besides acting as secretary of the association, Mr. Brown was also editor and business manager of its official journal, *The Electrical Contractor-Dealer*.

Mr. Brown was popular with the membership of the association, and in accepting his resignation, National Chairman W. Creighton Peet expressed himself as follows:

"It is with very great regret that I as national chairman accept your resignation as secretary, and in accepting your resignation I wish to state to you in writing, as I have many times personally, that the National Association is entirely satisfied with the work that you have done



The Moral Risk Club of Chicago, which is not an anti-temperance society at all, but an association of electrical credit grantors, shown staging its initial party. They played baseball. The picture was taken of the first outing after the last inning. Those still standing are: W. S. Vose, S. E. Kennedy, Central Electric Company; Henry Schwab, Monarch Wire Company; F. P. Vose; B. F. George, Beardsley Chandelier Company; George Besold, Gregory Electric Co.; H. C. Kling, Moran & Hastings Manufacturing Company; W. P. Johnson, Manhattan Electrical Supply Company; the sitters are: J. T. Doyle, Commonwealth Edison Company; H. E. Wilkins, Belden Manufacturing Company; E. W. Wolfstyn, Western Electric Company; Adrian G. Scheletz, formerly of Electric Appliance Company; three gentlemen in white shirts whose names escape us (no rewards offered); Teddy LeJeune, Electric Appliance Company and A. C. Kuehnl, Gregory Electric Company.

and with your devotion and untiring efforts on its behalf.

"I know that I am expressing the opinion of the executive committee, and I feel confident I am expressing the opinion of the entire National Association, when I say that you leave the association with the highest regard of all and the very best wishes for your future success."

* * *

LEO C. FLETCHER, who was assistant editor of the *Electrical Contractor-Dealer*, has entered the service and is now in training at Camp Gordon, Georgia. Mr. Fletcher had been connected with the national contractors' organization since July, 1915.



Gasolineless Sundays do not bother the bland and blithe residents of Pekin, explains Sol. Davis, well-known New York electrical contractor who has just returned from a year's trip through China, Japan and the Philippines. Mr. Davis likes the Orient so well he is starting back for another visit. The laundry mark in the lower left-hand corner is Mr. Davis' autograph in Chinese—printed from an exquisitely carved rock-crystal seal which Mr. Davis carries with him in a pocket-case, night and day, after the manner of all gentlemen of the Orient.

Death of John B. Peck of Ostrander Company

In the death of John B. Peck, president of W. R. Ostrander & Company, at his home, Hotel Chatelaine, Brooklyn, N. Y., the electrical industry has sustained a loss in the passing of another pioneer.

Mr. Peck, who died very suddenly of apoplexy on Aug. 9, was born in New England in 1851, and entered the firm of W. R. Ostrander & Company in 1882. The latter business had been established in 1853, and was at that time identified in the hardware and building supply lines. Having at an early date obtained an interest in the company and aware of the possibilities of electrical development, Mr. Peck entered this field, thus becoming one of the first electrical supply dealers in New York City. Under his guidance the business soon expanded, until the need of a factory was apparent, and the first of a series of manufacturing plants, owned or operated by this company was established in Brooklyn, for the production of bells, push buttons, annunciators, letter boxes and other electrical house goods.

Mr. Peck was unmarried, a man of unusually sunny temperament, and an employer who treated his men as a large family, many of them having been in his employ for twenty and thirty years.

The business will be continued by the same management. C. P. LaShelle, who has for a number of years been vice-president and general manager, has been elected pres-

ident of the concern. W. H. Vogel, who has been connected with the concern for the past twenty years, succeeds Mr. LaShelle as vice-president. W. H. Roberts, who has been secretary and treasurer, will continue in the same capacity.

DAN G. FISHER, editor of *O. K.'d Copy*, first vice-president of the Dallas Advertising Club, and district vice-president of the Associated Advertising Clubs of the World, on Aug. 6 was presented with a gold emblem of the Associated Advertising Clubs of the World by Mayor



These fish had not expected to be caught, but they did not experience one-half the shock which assailed our Special Staff-Photographer-at-the-Front, when he discovered "Jimmie" Betts (of Betts-plus-Betts, who make so many things) out in the rough woods with his clothes all mussed up and his order-catching costume laid aside. But not so with his w.k. enthusiasm—hence the mess o' fish.

Lawther of Dallas, Tex., on behalf of the members of the club following a speech in which the Mayor told of Mr. Fisher's worth as a citizen and club member. Mr. Fisher was recently elected district vice-president of the Associated Advertising Clubs of the World at its San Francisco convention, and his election to that office was a distinct honor conferred upon the Dallas Advertising League. Dan Fisher is an all-around good fellow. He is well known to electrical men in the Southwest. In 1914 he was president of the Southwestern Electrical & Gas Association. In 1914 he was made assistant general manager of the Strickland lines. In addition to being a former president of the Southwestern Electrical & Gas Association Mr. Fisher also served for several years as secretary of that association. *O. K.'d Copy*, the publication of the Dallas Advertising League, for Aug. 6 was a "Danfisher Number," printed "just to show you, Dan, that we issue *O. K.'d Copy* without a real editor occasionally." Of Dan Fisher it is said by those who know him best that "with ambitions that are lofty and attainments far beyond those of the average man, he is as plain as an old shoe."

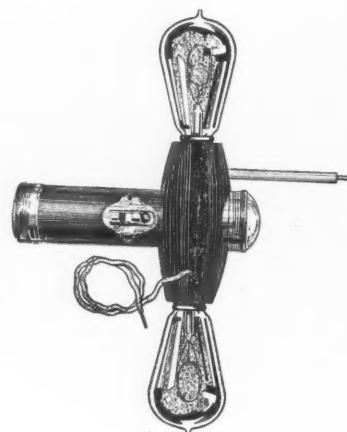
GEORGE V. W. INGHAM, who has been a field representative for the Bryant Electric Company in the Central Western territory for several years, has been appointed eastern sales manager, with headquarters at the factory, Bridgeport, Conn.

Illuminated Fuse Tester

From *Electrical Merchandising*, September, 1918

Unless some form of tester is available, it is common practice to replace with new fuses all the fuses of a cutout box in which one fuse has been blown, waiting for a later opportunity to make a test to detect the blown fuse or fuses. An appliance designed to eliminate this time and money loss has been developed and is now being marketed by R. S. Blake, 230 South La Salle Street, Chicago. This device consists of an instrument to test fuses in their position with safety. The tester is held in one hand, and the light from a dry cell flashlight illuminates the fuse. The necessary contacts are made by means of the two contact points shown in the illustration, one a stiff heavy-rubber-insulated wire and the other a rubber-insulated flexible wire. The result of the test is immediately apparent by the lighting or remaining dark of the two test lamps in series.

This device makes it possible for one person to test fuses easily. The sockets in the "Blake fuse tester" are standard Edison base, and any standard lamp may be used in them. Any voltage up to 500 may be tested.

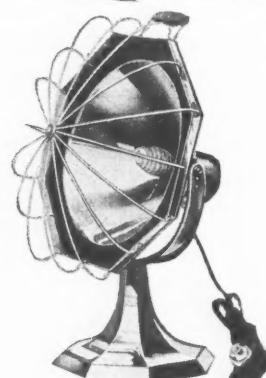


Electrical Blue-Printing Machine

From *Electrical Merchandising*, September, 1918

The maxim "Do it electrically" is worked to the limit in the blue-printing machine marketed by the C. F. Pease Company, 213 Institute Place, Chicago. The motor is controlled by a rheostat mounted conveniently on the side of the machine. The manufacturers state that blue-print speeds of 4 in. to 6 ft. per minute are obtained when the machine is driven by a 220-volt alternating-current motor. Five arc lamps are used for printing and are independently controlled. The drying unit, shown above the washer, requires about 50 amp. at 230 volts when the printer is running at maximum speed.

When the machine is equipped for direct current it is possible to place the resistance coils of the lamps in the electric heater, thereby decreasing by about one-third the amount of energy consumed in drying.



Motor-Operated Floor Surfacing Machine

From *Electrical Merchandising*, September, 1918

The Caviechi Polishing Machine Company of Quincy, Mass., has developed two sizes of one-man motor-operated surfacing machines for tile, marble, granolithic and composition floors. A finish flush with the side walls is obtainable by means of a wheel composed of concentric sections operating independently of each other. Irregular surfaces can be made uniform and smooth. The machine is actuated by a General Electric 2-hp. motor, the speed of which is controlled by the switch and rheostat on the handle of the machine.

Fixture Adaptable to Different Sizes of Lamps

From *Electrical Merchandising*, September, 1918

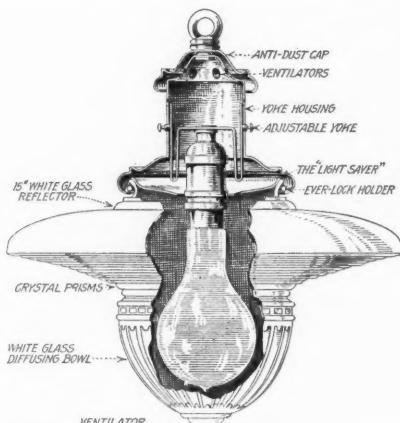
A grip holder which does away with the set screws usually required to hold the diffusing shade of the lamp and an arrangement for quickly adjusting it for the use of 100, 200, 300 or 400-watt lamps are features of a commercial lighting fixture manufactured by C. G. Everson & Company, 70 West Lake Street, Chicago. The fixture is known as the "Mon-o-lier," and for it the manufacturer claims high efficiency in light distribution. It is said to be particularly adaptable for lighting stores, factories, banks, auditoriums or other large interiors. The bowl of the fixture is made up of a 15-in. white-glass reflector above and a white-glass diffusing bowl below, the two being connected by a series of prisms. Ventilation is obtained through a hole in the bottom of the white-glass diffusion bowl and through ventilators in the top of the shade holder.

Potential Starter for Induction Motors

From *Electrical Merchandising*, September, 1918

Complete protection to motor and machinery, as well as safety to the operator, is claimed for a potential starter for squirrel-cage induction motors that is being manufactured by the Allis-Chalmers Manufacturing Company, Milwaukee, Wis. This starter is not only simple to operate and convenient to install but has all operating points completely inclosed yet readily accessible for inspection or adjustment. The cost of installation, whether for conduit or for open wiring, is exceedingly low, the maker claims.

Overload relays are used to protect the motor against dangerous overload, but they permit short peak loads without interruption to service. They can accurately be adjusted for the load and conditions under which the motor operates, thus giving better protection than fuses, says the manufacturer. These relays automatically reset themselves after each operation. A drum switch makes and breaks connections under oil. Contact fingers are adjustable for tension and are easily accessible and readily removed.



Reflector-Type Radiator

From *Electrical Merchandising*, September, 1918

Full reflection of the heat rays is claimed for a reflector-type radiator that is being manufactured by the Rutenber Electric Company, Marion, Ind. This is accomplished, the maker says, by the extra deep parabolic reflector which concentrates the heat rays and the fact that the heating element is placed vertically in the focal plane. This type of radiator has a swivel base so that it can be turned at any angle. Also a hole in the base allows the device to be placed on the side wall where the heat may be reflected in any angle required.

This device is furnished complete with 8 ft. of heater cord, feed-through switch and attachment plug which can be used on any lamp socket. The wattage is 615 and the shipping weight is 10½ lb.

Side-Outlet Current Tap

From *Electrical Merchandising*, September, 1918

The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has placed on the market a new porcelain side-outlet "standard" current tap, having an Edison lamp shell and screw base. The side outlet, which is made with both multiple and series connections, has two parallel protected contacts. The arrangement of these contacts and the attaching cap employed conforms to the "standard" for plugs and receptacles adopted by six leading electrical manufacturers who by this move made the "standard" attaching devices interchangeable. The current tap described is furnished either with or without a "standard" cap. The cap is made of thermoplastic insulation—a heat-resisting material, which has ample strength to permit riveting of the contact blades.



Interchangeable Connecting Block and Rosette

From *Electrical Merchandising*, September, 1918

It is unnecessary to remove the fitting or splice and solder wires when using a connecting block that has been placed upon the market by the Bryant Electric Company of Bridgeport, Conn. This block consists of two pieces of porcelain fastened together by means of two screws. These screws are retained by fiber washers in their holes in the top piece even when the two blocks are separated, which eliminates the possible loss of the screws when the block is unassembled.

Another interchangeable feature of this block is that to this same style of base a porcelain lamp receptacle can be attached.

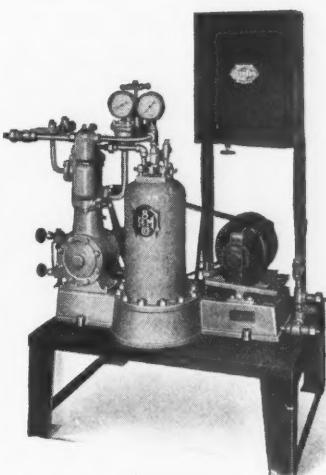
Clip These for Your Card or Loose-Leaf File of New Merchandise 

Iceless Electric Refrigerating Machine

From *Electrical Merchandising*, September, 1918

An electric refrigerator to be used in connection with any substantial and well-insulated cooling room has been placed upon the market by the Sanitary Refrigerating Machine Company, Milwaukee, Wis. It is claimed that it produces and maintains a uniform temperature for perfect refrigeration regardless of any natural temperature variation. The machine has a capacity of $\frac{1}{2}$ ton, or equivalent to an ordinary ice-melting effect in twenty-four hours. It is operated by a $\frac{1}{2}$ -hp. motor and is automatically controlled through the medium of an accurate thermostat which is placed in the refrigerating chamber. The temperature is thus controlled within a range of 2 deg. Fahr.

Besides cooling the refrigerator, the "Sanitary" machine can also be used for making ice in moderate quantities. For this purpose the brine tank is constructed with an inside compartment with molds of any desirable size.

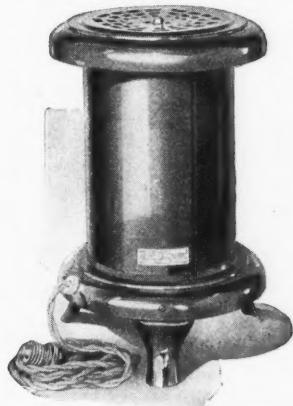


Fuse and Circuit Tester

From *Electrical Merchandising*, September, 1918

For testing fuses while in circuit the Electric Service Auto Company, 391 Oak Street, Portland, Ore., is marketing the Universal fuse and circuit tester for 110 volts to 600 volts. This device can be used for testing all alternating-current or direct-current circuits in these ranges and can also be used for locating open or short circuits, grounds or any other trouble occurring.

The device consists of a case of molded insulation 3 in. long by 2 in. wide by 1 in. deep with no current-carrying parts exposed. In this case there is a test bulb of 110-volt potential, a coil of resistance wire and push-button contacts. The push-button is operated from the outside and is so arranged that all of the resistance is ordinarily in circuit with the lamp bulb. This allows the tester to be used in voltages up to 600 volts in this position. When voltages are tested under 400 volts the push-button is pressed so that half the resistance of the coil is short-circuited.



Spill-Light Eliminated by Shield

From *Electrical Merchandising*, September, 1918

When lighting fences for protective purposes it is sometimes necessary to prevent the spill-light from falling inside the fence when it may be highly desirable outside. Thus the watchman patrolling inside is constantly in shadow and is enabled to see better the fence and the area immediately bordering the fence. This objectionable spill-light can be eliminated by means of a spill shield, No. 10,269, developed by the National X-Ray Reflector Company of Chicago. The shield shown herewith can easily be placed in position inside the cover of the regular "X-ray" projector unit so that it will cut off all spill-light from that side of the unit to which it is adjusted.

Light Portable Graphic Recording Instruments

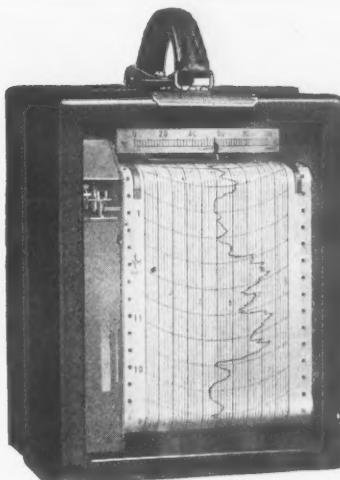
From *Electrical Merchandising*, September, 1918

The Esterline Company, Indianapolis, Ind., announces the model "MS" portable graphic recording instrument in which the weight has been reduced from 23 lb. to 17 lb. This is due to the fact that the case and many parts are made of aluminum. The meter elements are of the dynamometer type and have no pivots or jewels, and the moving element is carried on steel suspension wire. The meter has an inclosed non-spillable ink-well, a removable pen tube and an inclosed damping device. One of the advantages of this instrument is that the ink-well and damper may be filled from the outside. This model "MS" is made in direct-current voltmeters, direct-current wattmeters, alternating-current voltmeters, alternating-current ammeters and wattmeters, pressure recorders, vacuum recorders and speed recorders. They are also made in wall and switchboard types.

Wiring Devices for Marine Work

From *Electrical Merchandising*, September, 1918

With the development of the shipbuilding industry in America, the Benjamin Electric Manufacturing Company began to offer to shipbuilders a very complete line of marine lighting and signaling apparatus, most of it being watertight and designed and made strictly for use under severe conditions aboard ship. Typical of these devices are watertight boxes for use with various types of receptacles, switches and connecting blocks. Also there is a line of watertight marine lighting fixtures, both in deck and bulkhead installation. In addition to this the Benjamin Company is furnishing the merchant marine and the Navy with signaling apparatus, consisting of buzzers, bells and buttons all of watertight construction. The Benjamin marine line is built up around certain basic parts in order to provide the utmost interchangeability. Boxes, covers, globes and rings are standardized, and the spacings for supporting screws on receptacles and switches are in accordance with standard spacing of mounting bosses on various junction boxes and fixture bodies.



Portable Electric Heater

From *Electrical Merchandising*, September, 1918

For supplying auxiliary heat in bathrooms, nurseries and other places when the regular heating system in the house is not being employed a portable electric heater, manufactured by the Willis Manufacturing Company, Cleveland, Ohio, proves very convenient. The heating element of this heater, the maker claims, is practically indestructible. It is so constructed that the wires do not reach a red-hot or incandescent point. The hot air is thrown out at the top of the "Torrid" heater at a temperature of about 260 deg. Fahr. The circulation is rapid and positive, according to the maker, there being a constant flow of hot air into the room directed toward the ceiling.

Lamp of Many Uses

From *Electrical Merchandising*, September, 1918

What is known as the "U-Ti-Lite" lamp, adapted to a number of purposes, has been developed and placed upon the market by the Peerless Light Company, Halsted, Adams and Green Streets, Chicago, Ill. The lamp may be utilized in any position and can be attached to supporting fixtures by means of tight-grip clamps of the rubber-clad spring type. When not in use the clamps fit into the base. The rubber-protected base permits its use on any highly polished surface without fear of scratching. The metal base is of such size and weight that the lamp will not readily tip over. A swivel permits adjusting the lamp to any angle, while the metal shade is mounted so that it can be turned to give the best concentration of light.



Flexible Steel-Armored Conductors

From *Electrical Merchandising*, September, 1918

For interior wiring of light and power the Sprague Electric Works of the General Electric Company, New York, have developed an improvement on their single-flexible cable. The armor of this cable, instead of being formed of double strips of steel, is made with a single strip of galvanized steel interlocked and gasketed, the whole armor complying with the new code standard. It is light in weight and very flexible. At present this flexible cable, known as type S.S., is manufactured only in No. 14 B. & S. gage wire. Later it is expected that three-wire and other sizes will be supplied.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.

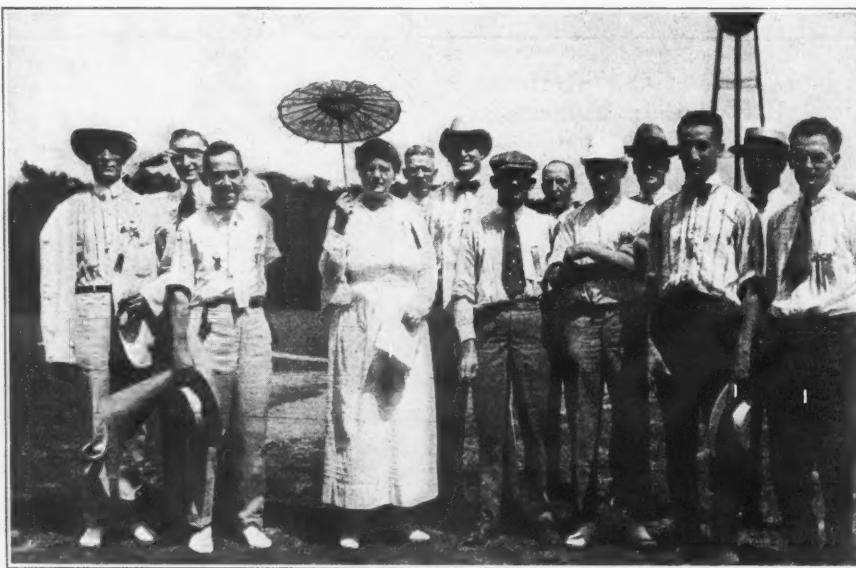
National X-Ray Adopts Differential Schedule

The National X-Ray Reflector Company, Chicago, has recognized the principle of differentials advocated in the Goodwin Plan, to the extent of making allowance therefor in its new system of discounts.

Hitherto the manufacturers of lighting equipment as well as manufacturers of other electrical appliances have been in the habit of giving the distributor the best discount without making any distinction be-

chandising its reflectors which makes allowance for the Goodwin Plan. With this new system, the distributor, the contractor-dealer and the industrial plant which buys in quantities are all taken care of, but each with a different discount.

THE MOHAWK ELECTRICAL SUPPLY COMPANY of Syracuse, N. Y., has recently installed a home appliance department in charge of J. L. Merriott, which department handles all sales in Syracuse of home appliances such as



How would you like to have this bunch pull a party for you? They're not for hire. But for the benefit of the Red Cross and edification of their fellow members of the Electric Club-Jovian League of Chicago they did put on a picnic that was a picnic at Ravinia Park on Aug. 22. From left to right they stand: Robert Cline, wheel of fortune committee; H. G. Haffner, prize committee; Paul W. Koch, games committee; Mrs. C. W. Pendell, ladies' committee; C. W. Pendell, general chairman; H. A. Mott, grounds and transportation committee; O. P. Smith, stunts committee; W. R. Bonham, prize committee; F. L. Carl, guessing contests committee; F. M. Roseland, president of the club, chairman reception committee; Edgar Kobak, barkers' committee; E. B. Scott, bowling committee; Fred Duncan, track sports committee.

tween the contractor-dealer and the industrial plant consumer.

That the plan advocated by Mr. Goodwin takes care of the situation in the best manner possible to meet the conditions of the present organization of the electrical industry and deserves the universal support of the many branches of the electrical trade is the conclusion of the National X-Ray Reflector Company. This company agrees with Mr. Goodwin that every unit of the electrical organization—central stations, distributors, and contractor-dealers, are entitled to recognition and remuneration in the system of merchandising electrical products.

Beginning on Sept. 3, the National X-Ray Reflector Company put into effect a new arrangement for mer-

washers, ironers, cleaners, etc. The salesmen in this department are equipped with cars for delivery and demonstration of apparatus handled by the department.

JAMES B. OLSON, who for the past thirty years has been prominently identified with the wire industry, has joined the sales organization of the Okonite Wire Company, New York City. In February last Mr. Olson resigned from the Habirshaw Electric Cable Company, of which he was assistant secretary and general sales manager. He had been connected with this company and its predecessor, the India Rubber & Gutta Percha Insulator Company, since 1894. His first connection with the wire industry was with the New York Insulated Wire Com-

pany in 1888. Four years later he went to Chicago, where for two years he was Western sales manager for the company.

THE AJAX ELECTRIC SPECIALTY COMPANY, 1408 Morgan Street, St. Louis, is a new corporation which has been organized to manufacture specialties and represent manufacturers of staple electrical merchandise and novelties. The Ajax Electric Specialty Company will have as officers Ernst Alschuler, president, recently sales manager for the American Carbon & Battery Company, also for many years Chicago manager for the Interstate Electric Novelty Company; James S. Cuming, vice-president and treasurer, who has disposed of his interests in the Central Telephone & Electric Company, of which he was the organizer in 1898, and president since that time; and Oscar Walters, secretary, who has been in charge of manufacturing interests of the Central Telephone & Electric Company for the last twelve years. The Ajax Electric Specialty Company invites correspondence from manufacturers of high-grade lines wishing exclusive representation for Western territory. "Jobbers desiring lines that will interest their salesmen," says Vice-President Cuming, "and give them leaders to interest their dealers, will find the Ajax Company has an interesting proposition."

JOHN R. TOPPING has just rounded out twenty years of service with the Bryant Electric Company of Bridgeport, Conn. and is one of the pioneer Western representatives of the Eastern manufacturers. He was recently appointed assistant Western manager of the Bryant Company with headquarters at 323 West Jackson Boulevard, Chicago. Mr. Topping was born on Feb. 1, 1875, in Alton, Ill., and was first engaged in the wholesale hardware and iron business. In 1891 he went to Chicago, and prior to and during the World's Fair was employed by the Ansonia Electric Company. After severing his connection with the Ansonia Company, he became engaged in the contracting business, and was employed in the construction department of the Northwestern Electric Light & Power Company of Chicago until 1899, when he entered the service of the Bryant Electric Company.

